

# Solve Recruitment Concerns With Video Interviewing



## Introduction

As the world of business technology expands, recruiters simply can't ignore benefits of video interviewing. Between the ability to review talent at your leisure with pre-recorded interviews and the capacity to assess candidates who otherwise would be disqualified due to distance, video interviewing solves a number of recruitment concerns.

With this guide, we'll help you understand how video interviewing can augment the recruitment process. After all, you want access to the best candidates in the shortest amount of time, and video interviewing is the key to quality speed.

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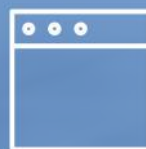
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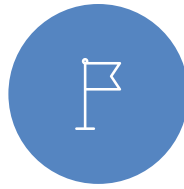


# Section 1



Change is Coming to the Interview





## Change is Coming to the Interview

As the world of business technology expands, recruiters simply can't ignore benefits of video interviewing. Between the ability to review talent at your leisure with pre-recorded interviews and the capacity to assess candidates who otherwise would be disqualified due to distance, video interviewing solves a number of recruitment concerns.

With this guide, we'll help you understand how video interviewing can augment the recruitment process. After all, you want access to the best candidates in the shortest amount of time, and video interviewing is the key to quality speed.

### Train the Interviewer

Interviewing candidates to determine fit isn't necessarily an innate ability. Especially for hiring managers new to interviewing, you may need to train your team to conduct more thorough interviews. Weeding out candidates who don't fit the position or the culture is imperative, but this is often where poor hiring decisions are made. A recent survey by Leadership IQ found that 82% of managers said in hindsight, there were signs during the [interviewing process](#) that an employee was going to be trouble.

*"The typical job interview process fixates on ensuring that new hires are technically competent. But coachability, emotional intelligence, motivation and temperament are much more predictive of a new hire's success or failure. Do technical skills really matter if the employee isn't open to improving, alienates their coworkers, lacks emotional intelligence and has the wrong personality for the job?"*

**-Mark Murphy (@LeadershipIQ) CEO of Leadership IQ**



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## Introduce Video Interviews

Not all qualified candidates will be within a reasonable travel zone, so how do you save time and money when these are the candidates you want to interview? In a situation where a face-to-face interview is impractical, video interviewing is an ideal solution because it removes any need for travel, either on your end or for the candidate. In fact, 50% of executives use [recorded video interviews](#) to narrow the candidate pool because it's consistent, reliable and enables one-way conversations with candidates who can't be physically present.

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## Provide More Feedback

Keep in mind, the process isn't over once you've interviewed the candidate - you have to reach out to all candidates afterwards to give and ask for feedback. They want to hear from you, but unfortunately, only 52% of [managers respond to fewer than half the candidates](#). Make an effort to contact every interviewee, otherwise you risk damaging your employer brand.

32%

of managers don't think they need to respond to everyone who applies for a job.

29%

of managers say there are too many candidates to respond to.

18%

of managers say they don't have enough time to respond to every candidate.

10%

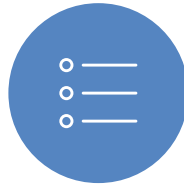
of managers don't respond to every candidate because it's not company policy.

## Section 2



### How To Prep Your Candidates For Their First Interview





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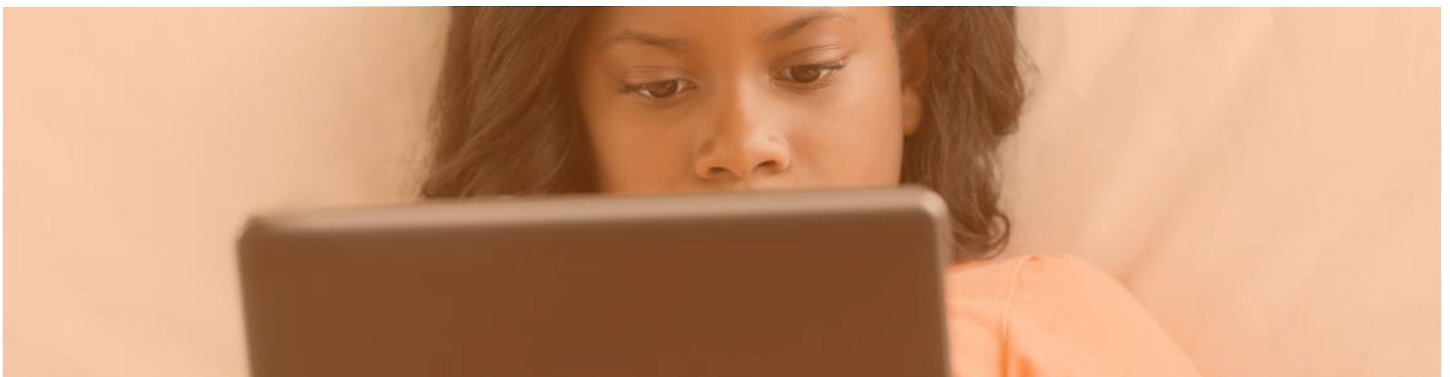
With the influx of new technology into the workplace, 52% of best-in-class companies use video-enabled applications. Just because video interviewing is an inevitable advancement in recruitment technology doesn't necessarily mean your candidates are familiar with this facet of corporate technology just yet. For better video interviews, you'll need to prep novice candidates.

### Acknowledge The Transition

You've sourced the best possible candidate, but the only problem is they aren't in your city. A video interview is a good alternative to the traditional conversation because it digitally breaches the distance (and saves them travel time, and the company travel costs). However, 46% of [candidates have never participated in a video interview](#), you'll need to acknowledge any trepidation and ease the transition.

#### QUICK TIPS

- Recognize the difference in experience
- Offer lighting tips
- Give suggestions on how to avoid auxiliary noise
- Provide technical support should they need it
- Emphasize how video interviews are similar to the typical interview







Although 94% of candidates want feedback after their interview, only 41% of candidates hear from the interviewer again.

## Take Your Time

Pre-recorded interviews offer an unprecedented ease of access for the hiring team; they can review answers to interview questions at their leisure. Managing larger talent pools becomes simpler, as team members can trade promising responses back and forth.

Pre-recorded interviews also makes this a little more fair for candidates. Only [2% of candidates get interviews](#), which means some promising candidates inevitably are left out. With pre-recorded answers, your hiring team will be able to sift through more candidates at a time, making a note of the best answers to questions and using them to identify better candidates.

## Acknowledge The Transition

There's value in communicating with your candidates, both before and after the interview. Before the interview, provide them with some video tips and what questions they can expect to answer during the interview — will this interview be skills-based, or act as a way to get to know the candidate personally? Letting them know in advance will create a more successful interview on both sides of the screen.

No different than the best practices of a traditional interview, talk to them after the interview. Although 94% of [candidates want feedback](#) after their interview, only 41% of candidates hear from the interviewer again. To build a better talent pipeline, debrief them on the interview, and what they can do next time to be more successful in landing the job.

## Section 3



Tips for Conducting Video Interviews That Engage Your Candidates



## Tips For Conducting Video Interviews That Engage Your Candidates

Even if video enables a smooth interview process, you still need to interview at your best or risk losing interested candidates. Video interviews don't improve your interviewing skills, they are simply a medium to easily conduct otherwise costly or difficult interviews. Your team might need to brush up on their skills, and we have a few things you could try to take your process from good to great.

### Ask Tangential (But Relevant) Questions

This might sound like an oxymoron, but there are ways to ask questions that are both relevant to the open position that don't directly involve the job's responsibilities. The more you learn about your candidates, the better you can assess their fit when it comes to both skills and culture. For example, Lindsay Kolowich ([@kolo25](#)), lead writer for Hubspot's marketing blog, encourages employers to ask about candidate's relationship with their previous employer.

*"Each team is different, so this helps you tease out whether the candidate would be happy, productive, and well liked on your team. Their answer will tell you how they interact with others -- and which kinds of interactions they want to happen. Many candidates are hesitant to bad-mouth their coworkers and bosses, so it will also be interesting for you to hear how they navigate a question about their worst working relationships."*

**-Lindsay Kolowich, Lead Writer  
for Hubspot's Marketing Blog**

#### QUICK TIP

Make sure every question you ask has a point, but don't make them all boring.



## Set Proper Expectations

When you and your candidates know what will happen in the interview, they'll be more aware of what to emphasize and how to address their work experience. Even giving candidates an estimated timeframe can help further engage your candidates during the interview. This may sound simple enough, but 58% of companies don't communicate how long their [application or interview process](#) will take, which can make it difficult for candidates to prepare.

## Use The Wow Factor

Don't judge a book by its cover. While this is true during interviews, video interviews require a bit more attention to appearance because of the technology. For example, 23% of companies recommend candidates wear a blue suit, making it the most recommended color for job interviews. Certain patterns can distort image quality, and although it might seem a bit frivolous to worry about wardrobe specifics, it matters when it comes to video quality.

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## Ask Great Questions

Interviews are typically engaging conversations, but with pre-recorded video interviewing programs, the candidate needs the best questions in order to provide the best answers so you can make great hires. Give them a starting point to talk about their experience and how it will fit into the open position. Don't shy away hinting at the company culture or the role with your predetermined questions. You can use a great question to [begin the interview](#), but ultimately it's about listening to responses from your candidate pool.



## Section 4



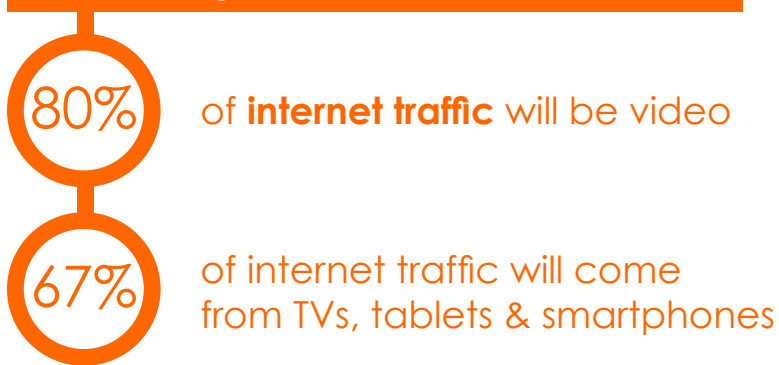
How the Right Video Interviewing  
Integration Can Transform Your Recruiting



## How the Right Video Interviewing Integration Can Transform Your Recruiting

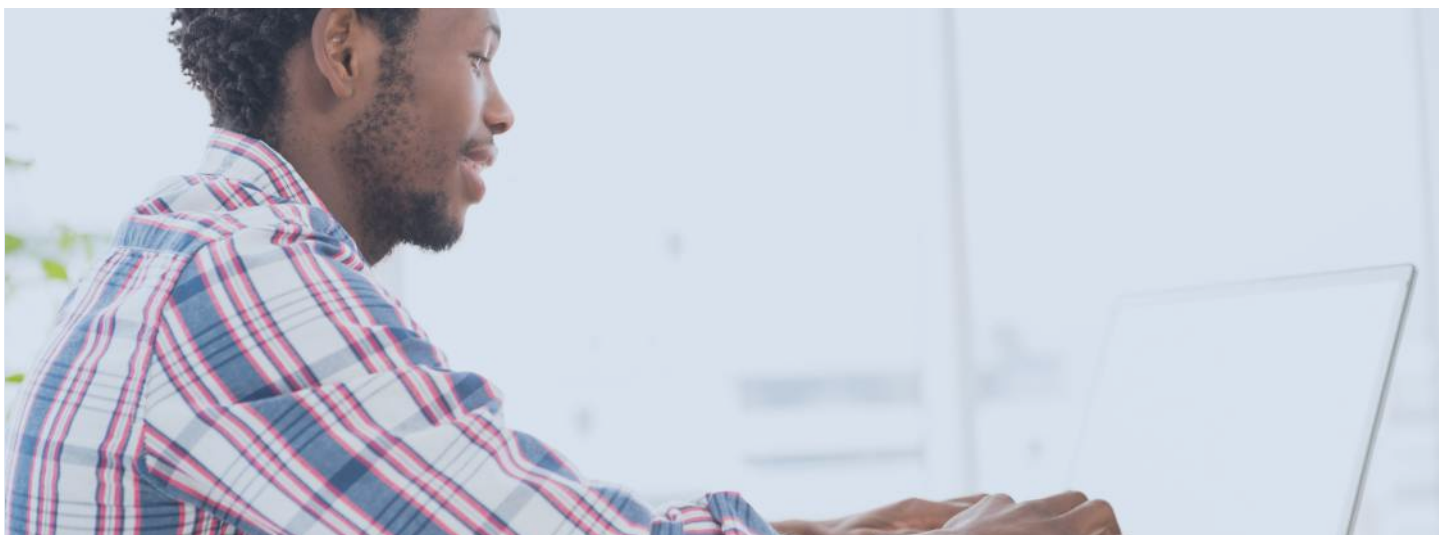
Video interviewing integration is a popular choice among companies looking to augment their recruiting practices. A recent survey found that 63% of organizations [use video for job interviews](#). Video interviewing lets candidates shine a bit brighter, work around busy schedules, and helps you prepare for the future of recruiting so you don't miss out on the best candidates

Video interviews are the next step in recruiting. By 2019...



### Prepare For The Future

Video interviewing integration seems innovative now, but eventually, it'll be a fact of life for most organizations. With the increase in remote employees, it stands to reason that video interviewing will become a linchpin in recruitment and hiring practices. In a recent survey, 34% of leadership respondents said more than half of their company's workforce would be working remotely by 2020, and 25% said more than three-quarters of their team would no longer work in an office. So as the needs and practices of the workforce evolve, you will need the technology to keep up in an increasingly digital workplace.



## It's Better For Candidates

Candidates who've [interviewed through video](#) prefer video to phone interviews (47%), which means many candidates acknowledge the ease of video from their side of the screen as well.

Despite any misgivings about video interviews, candidates prefer video interviews when it comes to convenience. With pre-recorded interviews, candidates who are currently employed don't have to worry about scheduling an interview while they're at work. Instead, they can record their responses whenever and wherever they feel comfortable.

## Adapt To Candidates

Video interviews allow organizations to adapt to the needs of the company and to the needs of the talent pool. It's a better hiring process for those with busy schedules and for the distant candidates. And with the number of [remote workers in the United States](#) estimated to be as high as 30%, companies will have to accommodate remote candidates in the coming years.

The video recording setup also helps companies solicit feedback from candidates after the interview easily. According to a recent poll, only 33% of employers ask for this kind of [feedback on the candidate experience](#). But when companies add the option to leave feedback for the company as one of options as part of the video recording process, candidates will be more likely to provide it, allowing your company to improve their interviewing process even further.



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## Section 5



Now What?

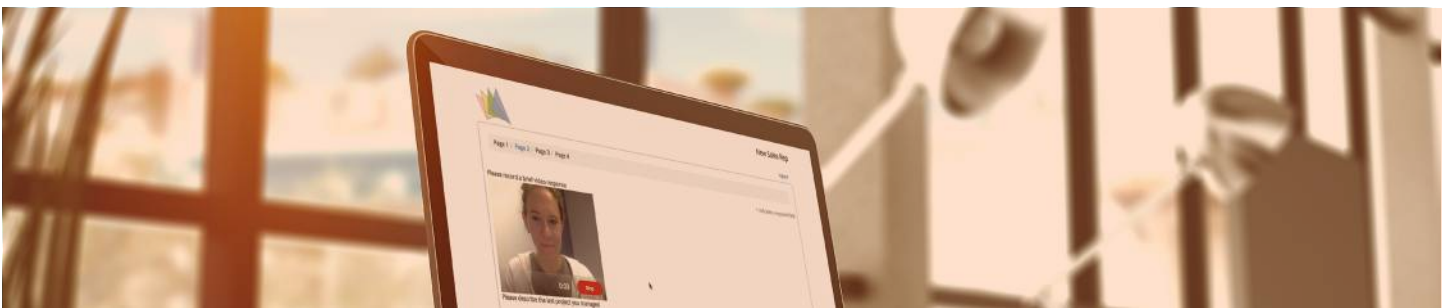




## Now What?

Video interviewing can fill the gaps in your recruitment strategy and accelerate the process so your open positions don't stay vacant for too long. Luckily, we've recently released our video interviewing tool, so it's easily integrated with the rest of our talent management suite.

At ClearCompany we understand the precious value of time during the recruitment and hiring processes, that's why we strive to bring you the best products so you can create efficiencies while also creating a great candidate experience.



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