

7 WAYS TO HIRE BETTER & FASTER WITH VIDEO INTERVIEWING



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Technology nowadays seems like a one-way street that can only go forward. Rapid innovation and continuous growth make the possibilities of new technologies almost limitless. In almost every field, technology is an enabler whose goal is to make life easier. How? By helping people accomplish more tasks in less time with the least amount of effort. Technology can be very convenient, but this is only true for those who are willing to adapt and maximize its true potential.

Let's talk about technology with an area that we are all experts of - recruiting. The recruiting game has changed quite a bit, which means recruiters have to be more strategic with how they go after talent. With new ways to market open positions, candidates are finding job opportunities faster than ever. Is your hiring team prepared? Does your organization stand out amongst competitive employers?

One area organizations can't afford is a delayed interview process. Traditional hiring processes can be slow and not very effective in attracting and locating the best talent. One factor that makes it so sluggish and ineffective is the magnitude of people wanting to land a job versus the number of recruiters available. Employers are receiving anywhere from 75 to 250 applicants per job posting. Many recruiters are managing over 20 job requisitions simultaneously. How can 1 recruiter possibly weed through 5000+ job seekers and hire the most deserving ones with less time and effort? It's definitely not through face-to-face interviews. This is where the magic and convenience of video interviewing technology comes in.



CONDUCT VIDEO INTERVIEWS! HERE'S WHY IT WILL HELP YOU FIND BETTER TALENT FASTER:

1. YOU CAN TAKE CONTROL



That's right, video interviews allow you to have the upper-hand and absolute control over your recruitment process. Ask the same set of questions, and make sure that your interviews are consistent for every candidate. What are we talking about? Structured interviews! Even Google believes that structured interviews are one of the many factors that help companies hire those top performers. In this article by *Wired*, Google said "Structured interviews are predictive even for jobs that are themselves unstructured. We've also found that they cause both candidates and interviewers to have a better experience and are perceived to be most fair."

Video interviews also prevent you from spending unnecessary additional time with applicants who don't fit the necessary criteria for the job. How? Recruiters are able to go one step deeper beyond the information on the applicant's resume to assess fit for the role at the beginning of the hiring process. They'll also be able to get a sense of a candidate's true personality to see if they will mesh well with the team they will be joining.

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2. TIME SAVINGS

Video interviews give recruiters and hiring managers the power to regain control of the interview process while saving time. They will be able to move their company forward with a fast-paced, effective and efficient workforce selection process.

International professional recruitment and talent management company Morgan McKinley, shared in a blog post that conducting digital interviews has “allowed us to look at where the candidate could potentially fit, increasing efficiency of the hiring process going forward. It also allows us to interview many more candidates and utilise time effectively, making the process much faster from when an application is submitted to the interview and offer stages.”

3. BE UNBIASED IN TALENT SELECTION

Video interviews help recruiters establish a fair set of questions to be asked during interviews. Video interviews also allow you to create an even playing field for candidates that might be automatically filtered out based on their resumes. Each applicant is given the same set of questions and has the opportunity to share their stories. You can say goodbye to the candidates that make it to the final round simply because one interviewer formed a personal bond with them that may not be relevant to the role.



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4. PRACTICE NO DISCRIMINATION

When it comes to video interviewing there are always concerns around compliance. According to Carol R. Miaskoff, Assistant Legal Counsel of the US Equal Employment Opportunity Commission (EEOC), "virtual, digital, or video interviews are not inherently discriminatory." What is great about some video interviewing platforms are the sharing features. Before video interviews are made live and used, Human Resource compliance experts can review and approve all questions to ensure they meet your organization's guidelines. Evaluation forms can also be tied directly to a candidate's video response ensuring that recruiters and hiring managers are evaluating candidates on job-specific criteria. This creates a sense of accountability from your hiring team. Having a record of the candidate's interview alongside the evaluation criteria makes sure that candidate assessments are fair.

5. INSTANT ACCESSIBILITY

Let's talk about Open Source, or Open Book—where the convenience of observing both recruiters and applicants is readily available. What do we mean? We mean it's easier and faster to point out who needs to be assessed, given proper training, and provided with tasks for skills improvement. Plus, having the reporting tools and feedback supplements that come along with digital interviewing make for a unique and informative interview session.

Most organizations fail to effectively track their recruitment process. With some video interviewing platforms your team has access to real time exportable metrics. This is a great way to gauge where candidates drop off within the interview process.





6. GIVE THE CANDIDATES A BETTER STATE OF MIND

Imagine yourself as an applicant all over again. Didn't you hate the feeling of having to wait for weeks - months even - just to get the closure from the job you applied for? Whether or not they'll grant you an interview, you're just itching to find out already. With video interviews, you can eliminate, or at least cut down the waiting period for the applicant. This works both ways because the quicker you respond to applicants, the faster you can narrow down your selection pool.

Candidate experience is becoming a major area of focus for recruiters. It is important to build your employer brand and candidate relationship early on in the hiring process. Scheduling interviews or phone screens are effortless with video interviewing tools. When you make it easier for candidates to complete interviews on their own time and wherever they feel most comfortable, you enhance the candidate experience. With today's competitive workforce many of the applicants already hold jobs and may find it difficult to coordinate with calls or interviews. Video interviewing tools make the coordination between recruiters and candidates becomes effortless.





7. HARD COPIES OVER FAULTY, HUMAN MEMORIES

Having a hard copy serves for legal benefits and future benefits of your company. If need be, you have evidence to back up your candidate selection decisions. Additionally, you can utilize the video recordings to evaluate the interview process and pinpoint areas that need improvement.

Are you losing candidates due to a slow screening process? Do some interview questions throw candidates off? Are you providing quality feedback to candidates? Do your hiring managers have enough information about candidates before onsite interviews? All of these questions, once answered, will help you develop a better understanding of what you need to work on that will help you hire the best people, and ultimately help your company move forward.





— ABOUT US

We understand that recruiting is becoming more competitive with the recent technology advancements. Recruiters must become more strategic with how they reach and engage candidates. Given the continuously inflating number of applicants to be interviewed by hiring managers, we realize the need to provide organizations with easier solutions. So that's what we did!

We built a video interviewing solution that enables employers to drastically decrease the time and cost normally associated with interviewing. We provide Pre-recorded, Live, and Mobile video interviewing tools to hiring teams that allow them to reach those top performers in a shorter amount of time. Our goal is to position organizations for hiring success in today's modern workforce.

Take this opportunity with us! Don't deny your business the ease and comfort of a savvy recruitment process. Visit WePow.com to get in touch with one of our team members, and we'll be more than happy to welcome you to the next best innovation in hiring. Secure your hiring advantage today!