

Building trust and increasing conversion with video interviewing.



Uncover human potential in a digital world.

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Best practices that create trust and comfort with video interviewing.

5 candidate-friendly interview tips that will build trust and increase conversion

- 1 Tell your candidates why you are using video interviewing and what to expect in their video interview experience. Let them know when they will hear back once completed.
- 2 Make sure you collect consent before they access the interview and disclose your standardized method of measurement and storage term.
- 3 Let candidates respond on their schedule, privately in the comfort of their home by your deadline.
- 4 Make your video interview universally accessible with one click from any device. Don't ask candidates to download an app. Give candidates flexible options including record in audio only and previewing the questions in advance. Provide the ability to test the camera settings and practice before submitting.
- 5 Offer 24/7 on demand support for candidates with questions.



Ask no more than two questions if using embedded video interviewing at the first application stage

At second stage limit your questions to five maximum. Keep response lengths to two minutes or less.

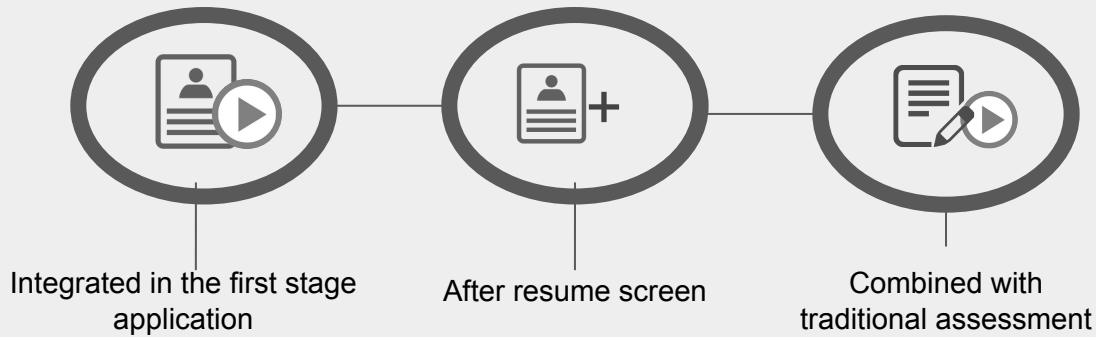
Question samples:

- Why do you think you are a fit for this role?
- Tell me something about yourself that I can't learn from your resume



Each employer has their own way of assessing candidates. Find the ideal balance when scaling a human experience in a digital world.

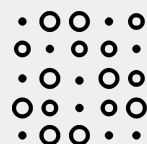
Most common uses for video in pre selection



Video interviews offer the ideal combination of standardized question format and measurement while allowing candidates to respond in an unstructured, conversational way in either audio or video format. In a movement towards competency-based assessment employers are looking to assess candidates for fit and potential and not just based on skills and experience.

With each step you can increase your likelihood of better qualifying the right fit candidates while freeing up resources and time. Candidates, particularly passive candidates, can be easily frustrated with over engineered interviewing processes that are too demanding of their time. The trick is to increase candidate convenience while not losing the human impact and rigor of standardized assessment. By introducing or combining video interviews into one or more stages you can digitize your workflow and standardize your measurement while eliminating the need for scheduling and conducting phone screens. Use built in scorecards or blind, audio-only interviewing for structured, defensible, unbiased measurement.

Unstructured interview process



Structured, standardized interview flow



**Ask us for more information
on how to build structured,
digital interviews into your
workflow.**



Video screening and
competency-based
assessment

sales@videobio.com

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