

**Building trust and delivering great
candidate experiences in a digital world.**



Uncover human potential in a digital world.

May 2019
videobiorecruiter.com

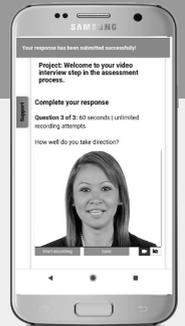
Best practices:

- 1 Add competency-based questions to your resume screen stage and let candidates share more. Provide video or audio-only options for responses.
- 2 Offer a digital interview option with a deadline that they can respond to at their convenience from a location that works for them.
- 3 Deliver the same structured interview and evaluation format for each candidate. Include video intro and video question to personalize.
- 4 Tell them what to expect and when they will hear back. Then follow up.
- 5 Let candidates ask questions and provide support if they need to.

Ask no more than two questions if introducing at first stage

Create a human connection in a structured interview environment

5 candidate-friendly interview approaches that will build trust.



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

Candidate experience

How do candidates feel?

The prevailing concern shared by candidates when applying for jobs with resumes is that they are invisible with no way to stand out and differentiate themselves.

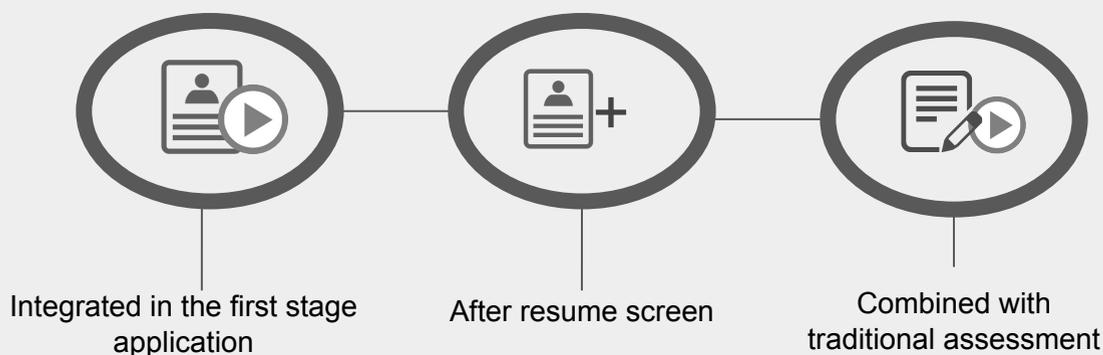
“ I don’t stand a chance among thousands of other resumes. I have no way to share anything unique about myself or have a voice at the first stage. ” - Candidate

Candidates share their perspective and cite the following benefits when participating in video interviewing

- “Video interviewing provides me with a convenient alternative to a scheduled interview where I can answer questions on my own schedule from home”
- “Being offered the opportunity to answer questions at the first stage gives me the chance to provide a broader view on my abilities and what I can offer”
- “Companies who use video interviewing have a more modern and innovative use of technology”
- “I appreciate the option to be able to respond to a video interview request from home on my schedule. It is far more convenient and private.”

Each employer has their own way of assessing candidates. Some choose to add more interview stages to include psychometric assessments, realistic job previews and other assessment steps.

Most common uses for video in pre selection

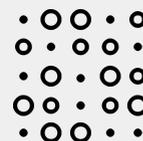


With each step you can increase your likelihood of better qualifying the right fit candidates. Qualification stages also need to be considered in light of the candidate experience and overall length of interview. Candidates, particularly passive candidates, can be easily frustrated with over engineered interviewing processes that are too demanding of their time. The trick is to increase candidate convenience while not losing the human interaction and rigor of standardized assessment. By introducing or combining video into one or more stages you can digitize your workflow and standardize your measurement while eliminating the need for scheduling and conducting phone screens.

Integrating video or replacing steps with video can provide a much needed human response in the movement towards competency-based screening. While having the ability to watch videos has benefit to many, the ability to capture video or audio responses and then evaluate those responses by humans or trained machines, provides a standardized system for your talent evaluation.

Responding to questions in a like-live or live environment lays the groundwork for honest, unstructured responses resulting in a more authentic result. Video interviews can be structured to allow candidates a comfortable experience while also being constrained to ensure candidates are not preparing in advance or given too many chances to re-record. Workflows can be further standardized and structured to include rating and multiple, automated stages. Finding the balance between candidate experience and structured, like-live interviews will elicit the best result.

Unstructured interview process



Structured, standardized interview flow



**Ask us for more information on
how to build digitization into
your interviewing workflow.**



Video screening and
competency-based
assessment

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February 2019
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