

Selected blog post for your reading:

Video Interview Software

❖ 12 Things to Know about Video Interviewing Software

What is Video Interviewing?

A video interview is a job interview that is conducted remotely that uses video technology as its primary medium of communication. Video Interviewing or Video Recruiting or Digital Interviews is a fast emerging field in the landscape of recruitment today.

There are three major formats in which organisations conduct video interviews for recruitment:

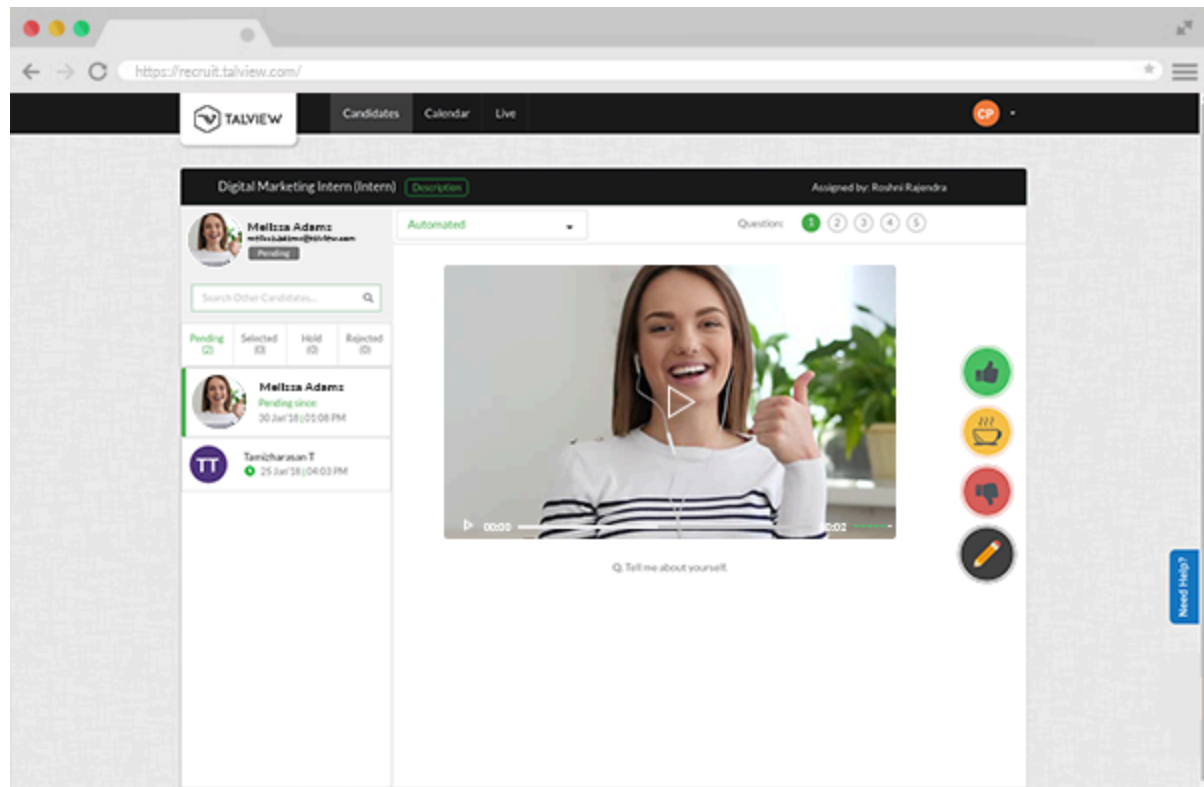
i. Asynchronous Video Interviews or Recorded Interviews

This is an easy way to screen a high volume of candidates. The employer defines a set of questions on an online recruiting software and invites a list of candidates to answer these issues.

The questions are designed to elicit responses from the candidates that help the employer get a holistic perspective of the candidate, their **skills, experience, soft skills, culture fit**, etc.

Such an application is usually a cloud-based web application, like Gmail, where recruiters log in to create an interview using a few **video or text**

questions. They can then send email invitations to candidates to attend the interview.



By going to the link in the **email invitation**, candidates attend the questions one by one. The application records the video response of the candidate through a webcam and a microphone.

So what happens after that?

The recruiter evaluates the recorded answers once the candidate submits them.

Typically, an in-person interview is 45 minutes long. A panel can evaluate up to **10-15 prospects** in the same time with this technology!

Since responding to the questions and reviewing the responses can happen at different times, this form of interviewing is known as asynchronous interviewing. It is also called automated video interviewing.

ii. Live Interviews

Live Interviewing is a selection methodology in recruitment. Instead of meeting the candidate in person, the employer conducts an online video meeting where they engage in a free-flowing discussion.

You might ask yourself -

isn't this similar to any other video conferencing tool?

Yes, it is similar to video conferencing via tools like Skype, but many video interview tools that provide live interview solutions offer additional functionalities that help streamline recruitment.

These include, but are not limited to, interview scheduling capabilities, a **whiteboard for writing/drawing, interview recording**, embedded evaluation forms and integration with leading ATSS.

iii. Video Resumes

Video resumes are another screening methodology where the employer asks a candidate to submit a video introduction. The employer might give guidelines on what to talk about and how long the video should be.

But why do I want to listen to rehearsed answers?

This method is commonly used for roles where gauging a candidate's **communication skills and body language** is critical to hospitality or acting.

Now that you understand what video interviewing is and the different types available, let us look at the 12 most important aspects of video interviewing that one should know.

1. Benefits of Video Interviewing

The benefits of using a video interviewing platform, that most clients often cite are:

- Reduced Time to Hire

Video interviews help you reduce time-to-hire by up to 50%.

Invite, schedule, hire - it's as simple as that!

- Enhanced Candidate Experience

Video interviews enable candidates to attend online interviews across the globe, via web or mobile, at their convenience while providing a standardized, consistent experience.

- Reduced Hiring Cost by 60%

Reduce the cost of hiring by up to 60%, by saving efforts spent on manual screening, co-ordination, logistics or additional resources.

- Better Employer Branding

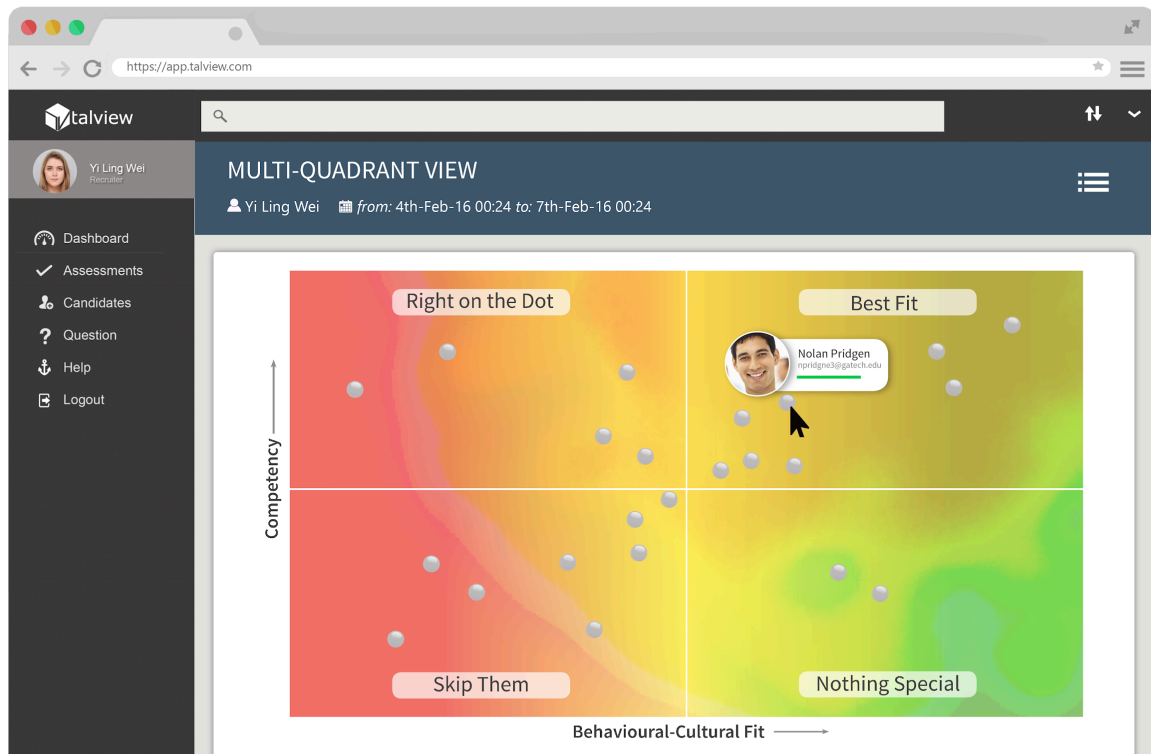
Video interviewing tools allow branding of the platform with banners, videos, color themes, and logos. This way, your organization will be perceived as tech-savvy and candidate-friendly.

- Video Logs for Future References and Audits

All the videos are available for future reference. Much in the same way, evaluations, comments are also saved for audits in the future.

- Modernization and Automation

Many video interviewing tools have advanced capabilities to analyze video interviews and generate behavioral profiles, recommend the most relevant set of candidates for the etc



- Real-Time Reporting

Real-time reports are available to track panel bias, turn around time, etc. and improve an interviewing process.

- Overcome time zone differences in multi-location hiring

Is that all?

No, a few more benefits are covered by Ben Karter in this blog post. Here is a bonus link on Video Interviewing Best Practices from Ere Media.

While video interviewing standardizes and streamlines recruitment, few of its drawbacks are:

- Video Interviewing requires candidates to use a laptop/PC or a smartphone. Not all candidates might have access to these devices.
- Live Interviewing requires reasonable internet speed, which is still a challenge in many countries

2. Online Video Interviewing Platforms or Automated Video Interviews

While one can try to carry out different forms of video interviewing through plain vanilla video tools like Skype, Hangout or Youtube, these methods are not scalable and cannot provide the best results.

A Virtual Interviewing or Video Interview Software helps employers conduct various types of video interviews in a structured and scalable way.

What does that mean?

All standard online interviewing software tools have **user roles for recruiters, hiring managers and candidates**. Each of them differ in the breadth of features and depth of capabilities.



For example, Talview provides detailed provisions to configure interview windows, candidate instructions, email notifications, evaluation forms, and more.

It also supports various other formats of online assessments like **coding tests, psychometric analysis, objective tests and essay tests**.

There are also audio interviewing platforms available in the market today.

3. Video Interview Software Providers

Some of the popular video interviewing software providers in the US are Talview, **Hirevue**, **Sparkhire**, and **Montage Talent**. Video Interviewing softwares in the UK are **Talview**, **Hirevue** and **Sonru**.

Each of them varies in the breadth of features and depth of capabilities. Detailed comparisons are available at the following links:

Talview and Hirevue

Talview and Sparkhire

Talview and Sonru

Talview and Montage Talent

4. Video Interviewing Platform Pricing

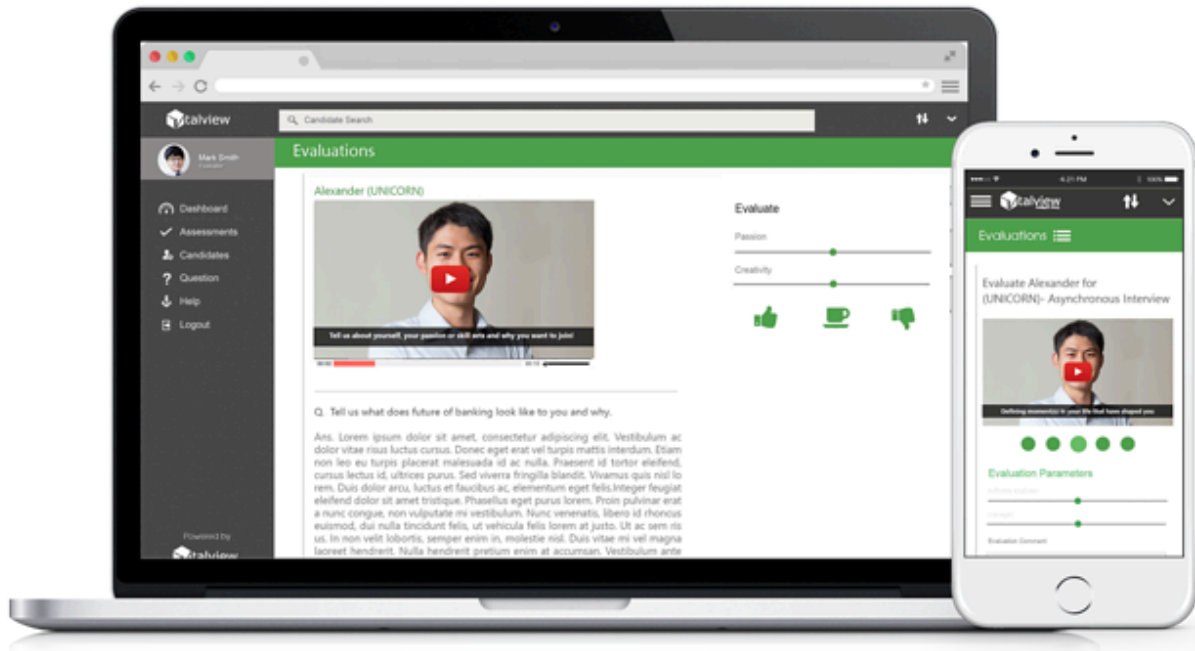
Video Interviews are available in pay per interview, pay per job, user license and enterprise license models. SMBs typically use the pay per interview/job model and it costs them typically around **\$10 per interview**.

Larger organizations use user licenses and enterprise licenses.

For user licensed softwares, the client pays for the number of recruiter users using the platform. Panel user logins are provided free of cost. It costs around **\$500 to \$1000 per month per user**.

For enterprise licensed softwares, the client pays in proportion to the number of employees they have. The cost varies from **\$4 to \$10 per employee per month** based on the scale of the organization and the features opted for.

5. Employers Using Video Interview Solution



Globally, many of the leading companies use video interviews for interviewing candidates.

Some of the companies who use video interviews in recruitment are **Accenture**, Federal Services, BASF, Best Mark, Caleres, Citizens Bank, Enterprise South Jordan, Geico, PSEG, Starbucks, Goldman Sachs, UNICEF, Teach First, **Societe Generale**.

Each industry uses video interviewing in different ways. In some sectors, online interviewing is used only for screening and there is at least one in-person discussion before the candidate is hired.

In other sectors video interviewing is **coupled with online assessments** like technical or aptitude tests. The staffing industry usually utilizes video interviewing to showcase potential hires to its clients.

Need more in-depth understanding? You can read through detailed industry guides below:

- Tech Industry
- BFSI
- Staffing Agencies
- Campus Recruitment

6. How to Select Video Interview Software?

There are many tools in the market today, and it is easy to get confused about which tool would be the best fit for you. However, a majority of them are very basic and might not support a full-fledged use case.

Talview Video Interviewing is one of the pioneers in this space. It is a unifying platform that brings all your talent measurement and recruitment efforts to one place.

Things you should ideally evaluate when selecting a video interview tools are:

- Maturity of the platform

The ability of a platform to handle various use cases like

- a. text, audio and video questions
- b. configurable waiting time for questions

- c. configurable answer times
- d. configurable registration forms
- e. configurable pre and post-interview instructions
- f. randomisation of questions from a question bank
- g. simple evaluation form builders and custom forms
- h. multi-panel evaluation
- i. elaborate notification management systems- email, SMS, IVR, scheduled reminders
- j. configurable interview window

- Mobile Support

iOS and Android support is imperative in today's world

- Integrations with your existing ATS

Talview can integrate with SuccessFactors, Taleo, IBM Kenexa Brassring, Smartrecruiters, iCIMS, etc

- Branding Support

Candidate experience is of paramount importance. Standard branding practices involve private-labeled online pages where you can show prospects a welcome video and offer them information about the job and your company.

See some examples of the branding we have done for clients in the customer landing pages.

- 24x7 hotline support

We help our clients provide best in class support through multiple channels.

Candidates' feedback of video interviews has been very encouraging with almost 97% of them having a positive response.

We've written a whitepaper based on the survey among candidates on video interviews.

7. Why Is Video Interviewing Better Than Phone Interviews?

She uses Telephonic Interviews



She uses Video Interviews



Video Interviews give a more holistic picture of the candidate. Hiring managers can make a much better judgment based on an **audio-visual**

interaction compared to a telephone interaction, where the candidate can easily engage in malpractices like impersonation, cheating, etc.

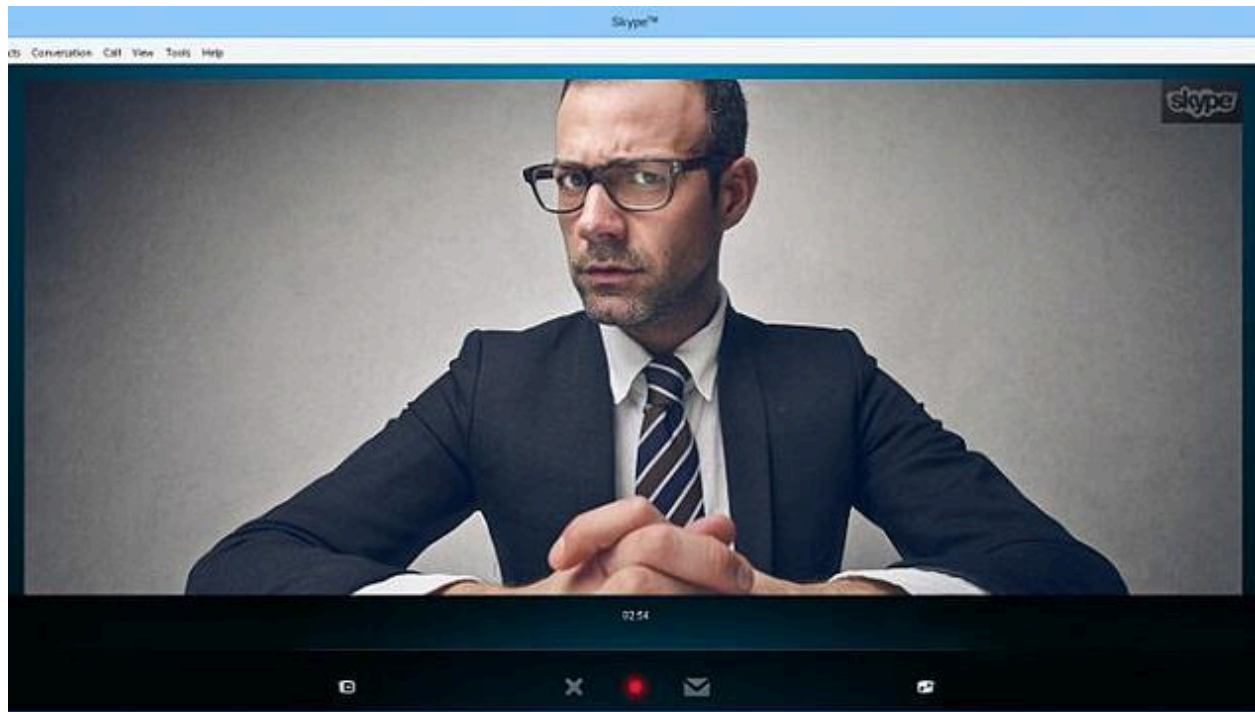
Some AI-based video interviewing services are also capable of analyzing tone, emotion and body language of a candidate based on the audio and visual data points gathered from their video response to generate a behavioral insights report. These insights into a candidate's competencies help recruiters hire quality candidates faster.

Also, a record of the interaction, evaluation, etc can be maintained for a second opinion or future reference.

Here's a more detailed insight into why recruiters are replacing telephonic interviews for video interviews.

8. Advantages and Disadvantages of Using Skype for Video Interviewing

The low-cost factor is the biggest advantage, tempting several organizations to adopt Skype as their means to a virtual interview.

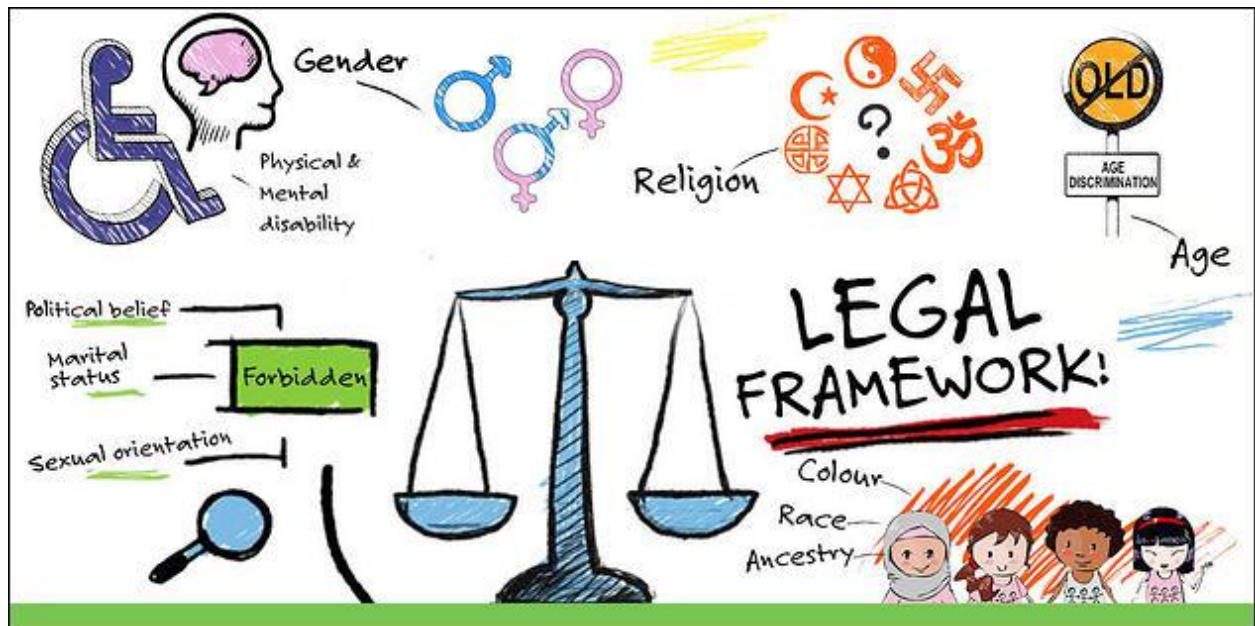


Most companies need to reconsider Skype as an enterprise solution due to many critical deficiencies, such as:

- Skype **doesn't provide you with real-time support**
- Connecting through a personal profile can seem **intrusive** and uncomfortable for the candidate
- Many critical interview features like writing pads, recording, evaluation forms are missing
- It **cannot integrate** it with your Applicant Tracking System
- It doesn't have features to schedule and send invites/reminders to participants

Check out this detailed comparison between Skype and video interviewing.

9. Are Video Interviews Legal?



According to the **EEOC**, under Title VII, it is not illegal for an employer to learn the race, gender or ethnicity of an individual prior to an interview. Of course, Title VII requires that all individuals be provided equal, non-discriminatory treatment throughout the hiring process.

If an employer observes a job seeker in a video clip, and either learns or surmises the person's gender, race, or ethnicity, such knowledge could increase the risk of discrimination or the appearance of discrimination.

Employers need to take care in training hiring officials and human resources staff about the appropriate responses when gender, race, or ethnicity are disclosed during recruitment.

Video clips might be analogized to information on a resume that clearly tells an individual's race, such as, "President, Black Law Students Association." In this situation, as with the video clip, the employer needs to **focus on the person's qualifications** for the job."

Summary of various legal opinions in this regard - becoming aware of such information through a video, even without the applicant affirmatively volunteering for it, should pose **no bigger problem** for an employer than information that is volunteered, or otherwise learned during an interview.

On a positive note, video interviewing assures that there will be a record of what was said during the interview process.

10. Candidate Feedback on Video Interview Experience

One important aspect of selecting a video interview software is candidate experience and feedback. We continuously collect feedback from candidates on Talview and have made a whitepaper on the same.

It covers topics such as the overall feedback on the video interviewing experience, what candidates perceive as benefits of video interviewing for them and what the other expectations are.



The feedback we received had more than **90% positive responses** along with indications for improvement in some areas.

Isn't that awesome?

The recorded responses were based on the questions we asked after candidates attended the interview on the Talview platform.

11. Other Use Cases for Video Interviewing - Coaching

Coaching teams, especially sales teams, are the second most common users of video interviewing after hiring. Coaching videos are used to help new team members **practice customer interactions and objection handling** as much as they want.

Coaching is becoming a popular use case.

Best responses are also showcased for the benefit of the entire team as a part of video coaching. Such online HR interviewing coaches are considered one of the best ways to accelerate sales.

12. Future of Video Interviewing - Predictive Hiring

The future of video interviewing is already here. Talview launched Talview Behavioural Insights earlier this year, which builds a **behavioral profile** of a candidate based on the responses received during the video interview and is the first platform to do so.