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A Recruiter's Guide to Video Interviewing

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Introduction to Video Interviewing

As a recruiter, some of your most important metrics are **time to fill**, **submit to fill ratio**, and **client satisfaction**.

Time to fill answers the question- how long does it take to fill a job vacancy? Depending on the role, this can take anywhere from a day to 18 months.

Submit to fill ratio is the conversion rate between how many candidates submit their applications, to getting hired. An excellent StF ratio is 3:1 (for every 3 candidates, 1 is hired), but, depending on the position, it can go as high as 8:1. The lower this ratio is, the better you are servicing your client.

Client satisfaction is a measure of how satisfied your clients are with your service (typically measured with an NPS score).

Using Video Interviewing throughout the recruitment process has been proven to improve each of these metrics.

In this guide, we will discuss:

- What is video interviewing
- How it can help
- Steps to incorporate video interviewing
- Features needed
- Steps to make more placements, today

We've also included a few templates: Implementation and Video Interviewing checklists.

Let the fun begin!



What is One-Way Video Interviewing?

One-Way Video Interviews are also commonly called asynchronous interviews, or pre-recorded interviews.

If you want to get a visual summary, [here's a 60 second video that shows it in action.](#)

When to use One-Way Video Interviews

One-Way Interviews are best when used as a Screening Tool or as a Marketing Tool. When used for Screening, candidates are funneled to the One-Way Interviewing software either right after the resume screening process, or to automate/augment the phone screen. When used as a Marketing Tool top candidates create videos of themselves in a polished setting, which are used as a 'highlight reel' that are sent to a client.

How does it work?

First, create your interview questions. You are given the opportunity to tune the software to your own process by adjusting 3 key options:

- **Time Limit** - the maximum time allowed for candidate's answer
- **Prep Time** - how long the candidate can prepare for a question
- **Retakes Allowed** - number of times a candidate can re-record their answer

For example, if you want to understand how a candidate answers under pressure, you can set the Time Limit to 60 seconds, Think Time to 15 seconds, and Retakes to 0. By contrast, if you want to see how a candidate thinks about the question, set a higher Time Limit. If the goal is to use the video as Marketing material, set a high Retake limit.



What is One-Way Video Interviewing?

Once the interview is created, you will funnel candidates to the interview. To do this, either send the candidates the link directly, or invite them through the interviewing platform.

The best software allows you to configure automated follow-up across platforms (eg. email, SMS, voice call) to candidates. This reduces time chasing after candidates, so you can focus completely on *placing* candidates.

When a candidate receives an invitation link, all they have to do is click it. Once they are on the platform, they should be greeted by a branded experience, complete with an introductory video about the opportunity. The best platforms allow candidates to choose when to do the interview (not everyone is ready to interview when they click the invitation link).

When they are ready to interview, the platform guides them through a few test questions. As they feel more comfortable with the software and interview format, the candidate can begin their One-Way Video Interview.

Now the candidates record themselves, selfie style, answering the questions. Typically, they can choose to complete the interview either on their webcam or mobile device. Once complete, you will receive an alert (either through SMS text, email, or both) to review.

The next step is where most of the value lies.



The Value

Sit back, and start watching candidate videos. Candidate interviews are sent to you in real time, without you having to do a thing!

One-Way Video Interviewing platforms that are built for recruiters give an option to watch videos on multiple speeds. This feature helps by allowing you to watch a batch of videos in one sitting, enabling you to grab the main points from each video to get a good feel for the candidate.

If you approve of a candidate's responses, you can add them to a short list that you can send to your clients. This drastically speeds up the feedback process, allowing you to keep candidates informed (while simultaneously improving your Time to Fill and Submit to Fill metrics).

The team will be able to rate and comment on each question for candidates, allowing for unbiased feedback.

Candidate Commercials

Almost all platforms allow you to send your candidate shortlist to clients. This is an extremely powerful method to make more placements, faster. The candidate responses serve as a 'Commercial', that let a client get to know candidates on their own time without having to schedule interviews.

Because clients are able to review candidate videos, feedback is sent to you faster. For the busy clients, a Decision Platform is helpful to guide their decisions.



Real Time Analytics

“Strike while the iron is hot” - Joshua Morgan, Recruiter @ Keystone Insurers

That phrase accurately sums up the goal of a recruiter. Too many candidates slip out of the pipeline because it takes too long to get them feedback (they go ‘cold’), and the same can happen with clients. This is obviously not ideal - to improve your time to fill, keeping your thumb on the process is the #1 priority.

Nothing helps you stay close to the process more like real time analytics.

Getting notified when candidates complete the interview allows you to watch their videos and call them right away.

Having data on when clients watch videos, which candidates they spent most of their time reviewing, and summaries of ratings and feedback is extremely powerful. This information allows you call the client while they are still in ‘recruiting’ mode and have a chat about the candidates they were specifically interested in - which lets you guide the discussion and get a decision faster.



Decision Platform

Coupled with Real Time Analytics, having a platform that 'guides' the client to making a decision is invaluable for you to fill placements.

What happens

It is key to reduce as much friction as possible in order to get decisions from clients as quickly as possible. Tablet, phone, or laptop - clients should be able to view your shortlist and make a decision on any platform.

Paired with convenience, clients should be sent automated reminders to watch candidate videos. This often overlooked, but the best video software platforms have a sequencing tool or AI emailing baked into it. Often clients are busy with their day to day, and these reminders drastically improve their decision times while saving you time and effort in following up.

Lastly, the video platform shouldn't feel like work for the clients to review. A 'YouTube' esque screen is the best way to get clients to binge watch the candidate videos and leave feedback.

Don't worry - you won't have to do anything differently. Top in class software figures all of this out so you don't have to.



How does Video Interviewing Help Me?

The first thing is to understand which platforms are **built with recruiters and the staffing industry in mind**. There are many platforms which include the core elements of Video Interviewing, but don't have the features you need to make more placements faster.

No matter which platform you pick, Video Interviewing is built to facilitate communication during the recruiting process.

Access Anywhere, Anytime

Recruiting is becoming cloud based - video interviewing shouldn't be any different! As long as you have an internet connection, you can stay connected to your process. The same goes for candidates - because there is no heavy software to download, they can complete interviews quickly at a time most convenient for them.

You and your clients will be able to access candidate videos and respond right away, and review interviews on the go or reject from your desk. This is a huge improvement for candidates as well as they can complete interviews as soon as possible. Additionally this 24/7 access allows you to respond to completed interviews quickly, allowing you to fill more roles, faster.

Collaboration

Collaboration is the second killer-feature of video interviewing platforms. A good platform has built in commenting/rating features, allowing you to get feedback faster than ever before.



How does Video Interviewing Help Me?

On top of the commenting/rating system, there are a few key features:

- No logins required, anywhere - reducing friction in the process
- Receive notifications when clients view interviews
- Ability to rate interviews
- Comment on interviews + individual responses
- Document rejection reasons + automation of rejection emails
- Thoughtful follow-ups to receive feedback quicker
- Decision framework to guide clients into making accurate conclusions

Candidate Experience

As mentioned before, candidates love One-Way Video Interviewing because they are able to complete interviews on their own time. Also, having videos of a candidate allows you to market them to multiple opportunities - firms you are competing with are likely only using text resumes, so these videos stand out from the crowd.

Finally, candidates are very well supported on a quality platform. A 24/7 support staff should be always ready to help them adjust camera angles, help them with the software, and prepare them for the interview, Typically this support staff is provided by the software vendor.



Tech Support

Your vendor should supply technical support to help you with absolutely anything concerning the One-Way Video Interviewing platform - from demonstrating how to create the shortlist, to drafting your invitation email for candidates.

For candidates, tech support should be available 24/7. If your candidates need help, the support staff helps guide them through the process. This allows you to focus on reviewing candidates and creating your shortlist, rather than being bogged down by tech questions.

An account manager should also be assigned to you. Ideally, you have access to their direct line so you can call them day or night. *Good* account managers guide you through the entire process, and provide helpful suggestions on how to improve different metrics. The *best* account managers even send you related resources on how to further improve the interviewing process, letting you stay up to date on current industry trends.

Focus on Qualified Candidates

A bad in-person interview results in wasted time, money, and even reputation. Using Video Interviewing in your process lets you take a more proactive approach, so you can spend 100% of your time on the highest quality candidates rather than slogging through phone screens. You will also get a better idea of candidates early on in the process, and market them to clients effectively. Finally, you will see a drastic reduction in interviewing time spent on unfit candidates, whether you are filling a high volume role or a more specialized position.



Is Video Interviewing for You?

The million dollar question! We've personally interviewed thousands of recruiters, hiring managers, and candidates. As a result, we've seen a handful of similarities among the recruiters that saw a drastic improvement by implementing One-Way Video Interviews:

- Driven staffing professionals
- Clients requesting video interviews vs in person
- Seek ways to differentiate from competition
- Spend 50%+ of the week on phone interviews
- Work on high volume roles
- Find candidates being rejected due to 'bad fit'
- Recruit candidates from remote locations
- Work with a remote team
- Already using Skype, Facetime, etc
- Experience slow/unresponsive Hiring Managers

If you are experiencing at least 3 of these situations, that's a sign Video Interviewing would be helpful.

If you are experiencing more than 3, then the business case to implement Video Interviewing is quite simple... In this case, it all comes down to requesting the features that will be most impactful for you, and working with the support team to help improve metrics.



Video Screening Myths

During our conversations, we always come prepared to answer a few common questions. Questions such as:

Does Video Screening promote discrimination?

The threat of non-compliance is a very scary thing for staffing groups and professional recruiters. The good news is that the EEOC has already ruled twice on video interviewing! [First in 2004](#) and [second in 2010](#). The relevant legislations are Title VII of the Civil Rights Act of 1969 and Title 1 of the Americans with Disabilities Act.

It is legal for employers to learn the gender, race, and ethnicity of candidates before interviews. This statute proves video interviewing's legality:

The EEO laws do not expressly prohibit the use of specific technologies or methods for selecting employees, and therefore do not prohibit the use of video resumes. The key question under the EEO laws is how the selection tools are used.

Basically, video interviews do not discriminate between applicants. No matter how the interview is conducted (text, phone, video, in person), organizations must put rules in place to avoid discrimination. The actual medium of the interview doesn't matter.



Video Screening Myths

We/Our clients meet all candidates in person!

We highly recommend that video interviewing does not completely replace the in-person process! However, there are countless stories of how video interviewing has *helped* before meeting candidates by:

- Screening out unfit candidates before in-person interviewing
- Making better decisions about those you invite onsite
- Providing more context for clients
- Allowing easier collaboration between team members
- Interview in person and create video interviews on-site to send to clients

Instead of replacing in-person interviews, One-Way Video Interviews create higher quality in-person interviews. The video interviews help clients decide which candidates to spend time on, making the in-person interviews much more impactful.



How to Implement

You have to get your money's worth when purchasing software. Here are a few key questions you should answer while considering different platforms:

- What is my “problem” position?
- Why is this position so painful (circle one)?
 - Spending too much time screening
 - Bad Submit to Fill ratio
 - Client slow to give feedback
 - Hard to judge quality candidates
- Who are the key stakeholders involved for this position?
- Which is more important, having a faster screening process or marketing your candidates?
- How will you measure your results?

The answers to these questions will help you understand which role to test video interviewing on, who to involve in the process, and how to measure your results.

Once you have a good idea, here's what the actual implementation looks like:

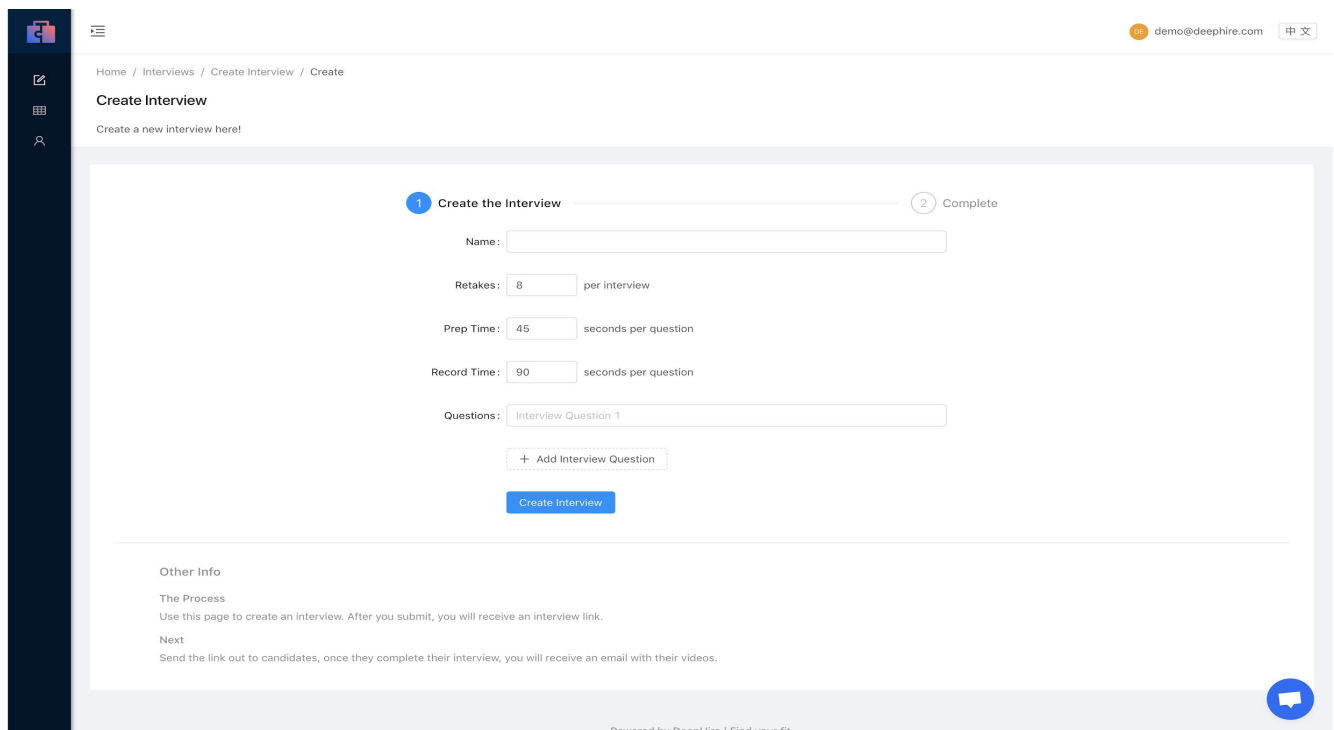
1. Decide what integrations you will need (if any)
2. Sign up on the platform and create your interview
3. Invite candidates either through the platform, or send invitation link through manually
4. Wait for candidates to complete the interview
5. Analyze results



How to Implement

As you can see, it is a very easy implementation process.

The average time to get up and running on the software can be from 5 minutes to a few days - depending on the complexity of integrations, and how much branding you wish to integrate into the interview (more branding means a more engaging experience for candidates!).



This is a sample Create Interview page.



Best Practices

Here are a few best practices we've seen clients utilize in order to get the best possible results.

Analyze Feedback + Metrics

Feedback is the lifeblood of recruiters. If you can accurately monitor feedback through real time updates, it is a huge boon to your business and provides you with bleeding-edge response times.

Keep it Personal + Engaging

It's easy to get lost in a sea of software choices. Typically, the more software you use the more 'distant' your candidates feel! Luckily, the best Video platforms measure for candidate engagement and make it a priority. Showing branded content is an excellent way to keep candidates engaged.

Decide Your Strategy

Check out our checklist to make sure you are well prepared before purchasing any software.



Your Top Features

Here are the top features we've found to be the most important to recruiters and staffing professionals. Use this list to compare feature lists of video platforms you are evaluating, to make sure all these needs are met:

1. 24/7 Support
2. Branded Video Interviews
3. Automated Follow-ups to Candidates and Clients
4. Real Time Analytics
5. Decision Framework for Clients
6. Collaboration/Rating Tools
7. Frictionless Sharing of Candidates

If the tool you are evaluating doesn't have one of these features, be sure to ask why! Not every tool is built for recruiters, and that is OK.

Your objective is to find the tool that is specifically geared to your workflow.



Your Next Steps to Placing Candidates Faster

You have industry leading knowledge, just from reading this ebook - feels good, right?

Now it's up to you to take *action*. You've identified how One-Way Video Interviewing can help, where it fits into the process, how it assists in getting feedback from managers, and how it saves you gallons of time during the screening process.

You also know what features are important to you.

By implementing Video Interviewing, you will stand out from other firms as being more proactive, modern, responsive and effective.

Your team is built to deliver high quality candidates as quickly as possible - it is purely economical to invest in tools that help you with your mission.

Now that you have industry leading knowledge, consider using [DeepHire](#).

[DeepHire](#) is the only Video Interviewing Platform designed specifically for recruiters, allowing you to make better placements faster.



deephire



Make Better Placements, Faster

Your next hire is a play away.

Start Now

Have questions or comments?

Email Steven Gates at: steven@deephire.com or text him at (330) 931 8770.

He loves speaking with people curious about video interviewing!