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The Ultimate Guide to Choosing a Video Interview Provider

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So, you're interested in video interviewing. You've heard about other companies benefiting from using video to facilitate the hiring process, or maybe you're already using an online job interview tool—but you're not confident it's the best choice for you.

You're not alone.

Video interviewing can help you connect with top talent and offer them work they can't resist. If your role involves finding the right candidate for a job, we can help you find the right software for your unique needs.

This guide helps recruiters & business leaders of all kinds, including:

- **Hiring managers,** internal recruiters and HR representatives at organizations of all sizes—everything from Fortune 500 companies, to mid-sized companies to small, local businesses

- **Government HR teams** looking to innovate their departments' processes

- **Employment agencies**, placement agencies or retained search firms

Let's get to work.

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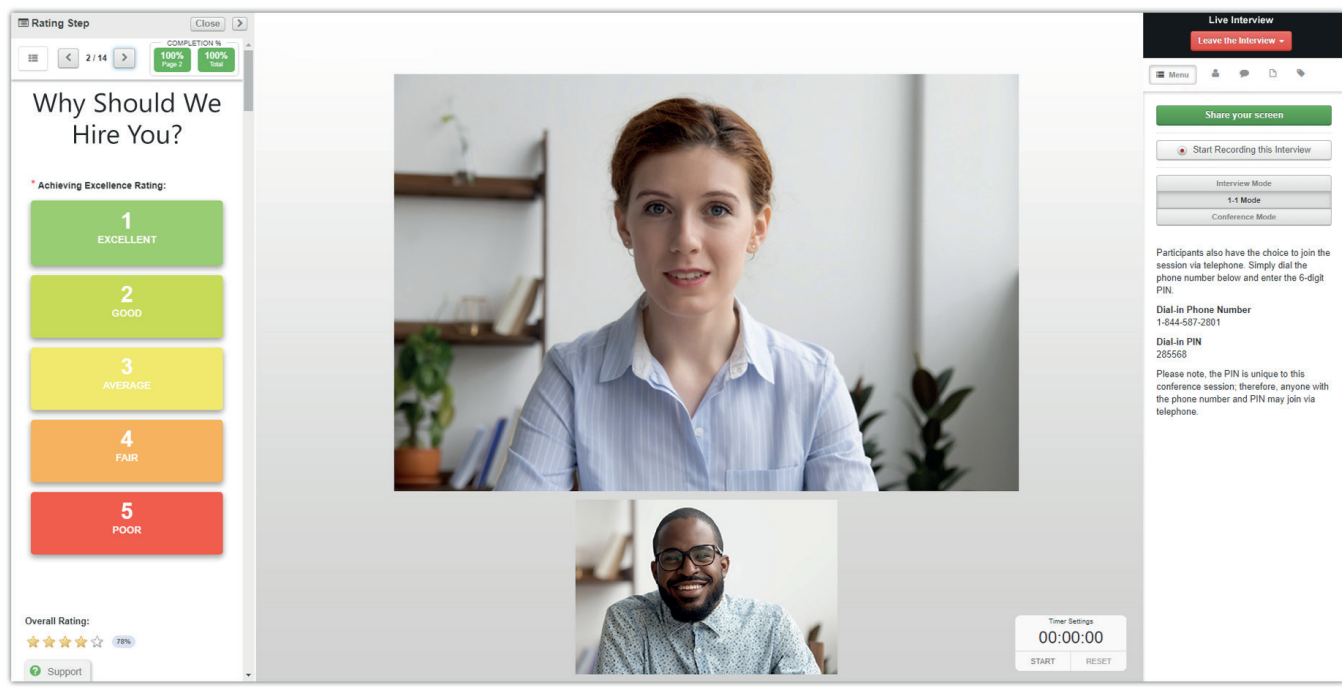
Common Hiring Challenges

When it comes to talent acquisition, recruiters experience many different types of hurdles, depending on the nature of the business.

If you're an internal recruiter or HR professional, chances are you've developed a solid relationship with those in your company who will be managing new hires. You know who they're looking for—it's just a question of finding the right fit. While this is no small feat, headhunters at agencies have the added challenge of satisfying multiple clients, many of which have wide-ranging needs and varying hiring timelines.

Scenario A: **High Volume, Fast-paced Hiring**
Business is booming and you need to fill lots of positions quickly to keep pace with demand. Trouble is, you're starved for time. There never seems to be enough hours in the day for you to complete the necessary work. You don't want to rush the process and hastily hire someone you're not confident about; this will only create more headaches when the wrong hire leaves the company.

Scenario B: **Slow, Costly Hiring**
Another common hiring challenge is the reverse scenario: the hiring process is moving slow as molasses, which can be costly and frustrating. Perhaps you're looking for someone with highly specific skill sets or many years of practical experience for a specialized role. Maybe you're looking for a new Director of Marketing or that hard to find sales leadership hire. These positions can be very difficult to fill—and there's more at stake if the wrong candidate is selected.

What Are Video Interviews?

So, what are video interviews? In short, they're part of a powerful recruitment tool that enables hiring teams to connect with people around the world by leveraging technology. It's no wonder they are quickly becoming the preferred interviewing method for many HR professionals.

There are two types of commonly-used video interviews: one-way (also known as pre-recorded or on-demand) and two-way (also known as live). Traditionally, a one-way video interview is recorded and submitted by a candidate for the hiring manager or committee's review. A two-way video interview is a conversation between a candidate and the hiring team face-to-face via webcam and teleconferencing technology.


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Scenario C: High Turnover or Low-quality Hires

People don't always stay in the positions for which they were hired. Sometimes, despite precautions, the person simply wasn't a good fit for the job. Other times, an individual may need to leave work for personal reasons such as health considerations, family obligations, relocation or another job opportunity. Maybe the individual got promoted to a new position within the company, leaving theirs vacant. In other cases, such as call centers, retail and security, high turnover seems to be the nature of the industry. Temp agencies are all too familiar with this phenomenon.

In short, there are many reasons why a company would want to implement a solution like VidCruiter, which takes the stress out of any of these scenarios.
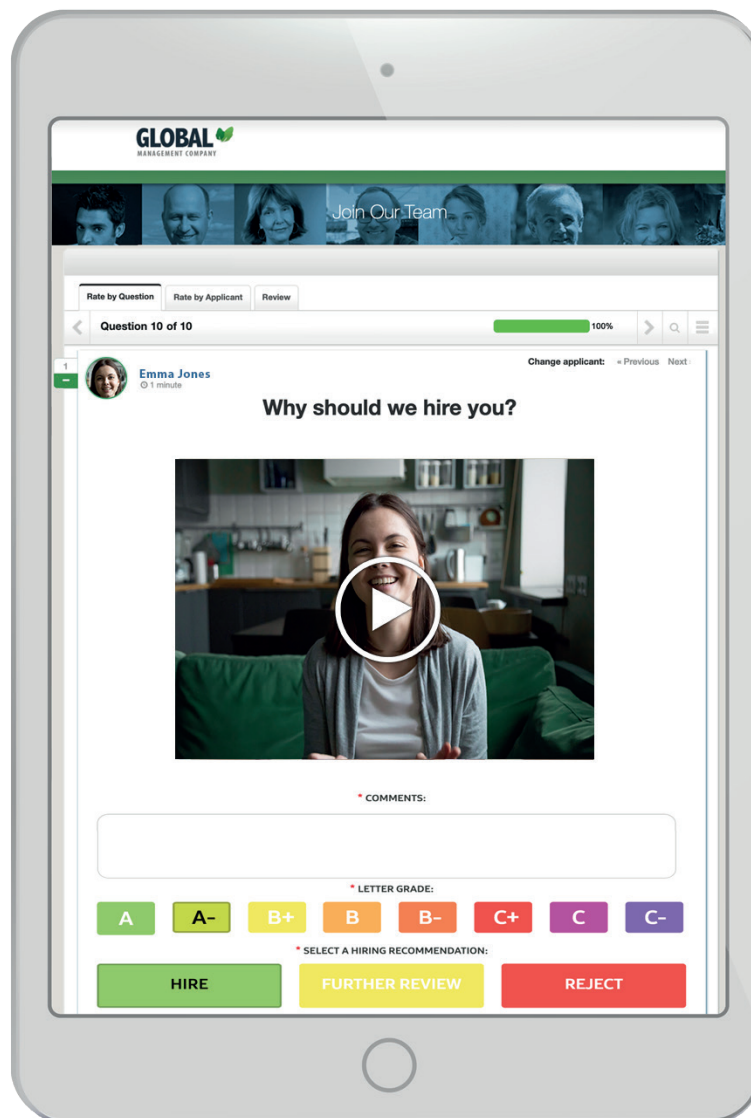
What to Consider When Choosing a Video Interview Provider

There are many things to consider when investing in a new technology, especially one that helps screen and qualify your company's most important resource: employees. There's no shortage of software offerings for recruiters, all promising to bridge the gap between people and technology to make hiring easier.

But remember: technology is meant to simplify your life, spearheading and streamlining the hiring process. The selection process shouldn't be stressful or complicated. That's why VidCruiter has created this helpful guide to help you evaluate video interviewing providers with ease.

First, make sure the video interviewing provider offers a full product demo. You wouldn't buy a car without checking under the hood—and the same logic applies here.

Next, be prepared to ask questions during the demo. You're a recruiter, so you know the value of asking the right questions to uncover the truth. Some topics to explore include:

- **Ease of use:** How user-friendly is the software?

- **Pricing:** How is the cost calculated?

- **Support & Training:** What kind of support and training is offered?

- **Candidate Experience:** How does the platform ensure a positive experience for job applicants?

- **Brand Promotion:** Can you include and customize elements of your brand on the video interviewing tool?

- **Collaboration & Scalability:** Is the software capable of growing alongside your business and engaging multiple stakeholders?

- **Mobile-friendly:** Is the technology compatible with mobile phones?

- **Language Capability:** Is the software able to support multiple languages?

- **Customization:** How adaptable is the platform for your personal preferences/needs?

- **Integrations:** Does the platform integrate with your existing applicant tracking system (ATS)?

- **Structured Interviews:** Are the same questions beings asked to all applicants in the same order so the hiring team can fairly evaluate candidates?

- **Happy Customers & Referrals:** Can the video interview provider provide testimonials from satisfied customers? Would these people recommend the product to their friends?

- **Thought Leadership:** Does the technology have a reputation of being an industry leader with valuable recruitment knowledge to share?

We'll review each of these topics in more detail below.

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Ease of Use

The video interviewing technology you choose must be user friendly. It needs to be simple for you to incorporate into your existing hiring process, not tedious and time consuming to set up and learn how to use. During the product demo, ask about any complicated coding, configurations, plugins or system updates that might slow things down. You want to get started sooner than later.

Make sure the platform is easy for job applicants to use, too. Put yourself in their shoes. Job interviews can be intimidating; you want people to feel as comfortable as possible—especially if it's their first time doing a video interview.

Find out how and when you—and your candidates—are able to reach out for support. The ideal answer is 24/7 through a variety of contact methods such as telephone, email or through the platform's built-in chat feature. Why? Because video interviews don't just occur during your business hours; they could be happening in time zones all over the world. Ask what kind of response time you can expect (for example, the VidCruiter Applicant Success Team responds within one minute via email or phone).

Pricing

Naturally, you'll want to know how much the technology costs. But, make sure you ask what's included and what's not included in the pricing. For example, are there any set-up fees? What kind of limits are there for each pricing tier? Is the price determined per user, per job posting, per interview volume, or per hire?

How do these compare to each other? How does the billing work? How flexible is the contract and what are the terms of cancellation? Asking questions like these will help eliminate unpleasant surprises down the road.

Support & Training

Adequate support and training is directly correlated with how well video interviewing works at your organization. Make sure the video interviewing provider is as committed to your success as you are.

Ask whether or not your team will have access to a dedicated client success manager. If so, make sure they are not overcapacity and therefore slow or unresponsive. It's better if your client success manager has only a small group of clients so every one of them gets the attention they deserve.

Make sure you ask if the provider will train your hiring managers as well as your recruitment team. This can make the difference between adoption and hiring managers simply never using the tool. Training is paramount to the successful implementation of any new technology. Ask questions during the demo to better understand the onboarding process for new users and subsequent training. If you or others on your team prefer to work independently, check to see if there are any self-training modules available to help you understand the platform's features and functionality.

Some providers don't offer any of these services and you need to figure it out all on your own, while still having to support your

applicants as they learn the tool. It pays to do your homework beforehand!

Candidate Experience

Transitioning to a new job or career is a big move—and not one most people take lightly. The best candidates are confident and know they're worth their salt. As a recruiter, you need to pursue them. Court them. Woo them. That begins with positive first impressions the moment you connect, regardless of whether that's in-person or through a pre-recorded or live video interview. Does the technology work seamlessly and intuitively? A smooth virtual interview platform can mean the difference between a successful hire and the "one that got away."

Enhance the candidate experience even further by sharing video content profiling your company and introducing the team. This way, applicants are able to get a sneak peek at your company culture and better understand what it's like to work there—before signing the job offer.

A video interview gives job applicants a voice that speaks much louder than a flat, paper-based resume. A good video interviewing provider will also give applicants a voice *after* the interview. By collecting feedback regarding their application experience, recruiters can glean valuable information to help fine-tune their recruitment process.

Brand Promotion

Video interviewing is also a great way to promote your company and increase brand awareness. Don't miss out on this opportunity. The video interviewing

provider you choose should offer options to include your organization's branding in all the platform's applicant-facing components and communications.

It's also crucial to also have brand representation within the hiring manager interfaces. Some hiring managers avoid logging into new HR platforms simply because they are not familiar with the user interface. An easy-to-access, branded rating and evaluation portal is a huge advantage in motivating hiring manager engagement. This can make the difference in whether or not your new process gains traction internally.

Collaboration & Scalability

Make sure the video interviewing solution you pick works for the entire team. For example, how easy is it to share video interviews and provide feedback? Can multiple interviewers participate? Can they share their computer screens or private chat during the interview? Ask about user roles, groups and permissions and inquire about best practices for collaborating using the technology.

Based on the demo, are you confident it will scale alongside your business as it grows? While it's important the platform meets your immediate needs, try to think big picture. Is the technology adaptable and versatile so you can customize it as needed? Look for a continuous workflow optimization feature so you can be future ready.

Mobile-friendly

This should go without saying, but in the digital world in which

we live, video interviewing must work well on iOS and Android mobile apps. People—especially high-profile business professionals—are always on the go, so mobile interviewing is often the best ways to connect. This increased flexibility allows you to reach more candidates in any location on the planet

Language Capabilities

Whether the law requires job applications be posted in multiple languages or you simply want to make the recruitment process more accessible, language capabilities are an important consideration when choosing a video interview provider. Ideally, the platform offers more than a simple translation tool. A comprehensive solution will allow everyone—applicants, references, recruiters and administrators—to choose the language of their choice at all stages of the hiring process, breaking down language barriers and enhancing the hiring experience for all.

Customization

The right video interviewing platform will allow HR professionals to customize the tool to meet their unique needs. For example, some hiring managers may want to challenge applicants by limiting prep time or offering only one attempt to record their answer. Or, if the recruiter prefers, they can make the interview easier on the candidate by offering multiple answer attempts, or allowing them as much time as needed to think about their answers before recording. It should be easy to make changes to the platform to accommodate different wants and needs, which vary across industries.

Integrations

Ideally, the video interview provider will offer an all-in-one solution to manage job applicants. That said, there may be occasions when integrating with another ATS is valuable. For this reason, be sure to ask if the technology is compatible with your ATS or Customer Relationship Management (CRM) system. Inquire about other integration options such as:

Simple integration
Partial integration
Full integration

You may also want to ask if the system can work as a standalone solution as well. Sometimes integrations get complicated, so it's important to investigate all options and understand how they'll affect you.
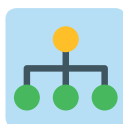
Structured Interviews

Structured interviews, also known as standardized interviews, are tried and tested, backed by years of research into their effectiveness. They present each applicant with exactly the same questions in the same order, allowing recruiters to remain impartial. All candidates are evaluated using a common rating scale and interviewers submit their ratings separately in order to avoid bias.

Why is this important? Not only does it keep the process uniform and fair, it also ensures objectivity and helps mitigate potential legal challenges, all while demonstrating a commitment to employment equity. The right video interviewing provider knows this—and has your back. A structured interview methodology is a reliable strategy to ensure you hire the right person.

Happy Customers & Referrals

Every technology provider will tell you they are the best choice. Companies that are trying to sell you a product or service are inherently biased. That's just business. One way to gather more authentic feedback is to ask about their existing customers' experiences. How many customers do they have? Can they provide case studies? Do reputable companies and organizations trust the video interviewing provider? That's a good sign.

Aside from case studies, you can also conduct independent research. Go online and read reviews, testimonials and word-of-mouth recommendations to gather unbiased opinions. Some popular software review sites are **Capterra**, **G2 Crowd**, **Software Advice** and **TrustRadius**.

Ask other HR professionals and recruiters what software has helped improve their hiring process. Then you'll be better equipped to make an informed decision.

Thought Leadership

Finally, ask yourself how influential and respected the video interviewing provider appears. After all, they'll be a trusted partner and you want to make sure it's a good fit—just as you would an applicant for a job position.

Does the technology have a strong brand reputation? Are they seen as an industry expert? Can they share recruitment knowledge and best practices? Do they have a helpful blog with answers to commonly asked questions? What about other resources to help both candidates and recruiters be successful?

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The State of Video Interviewing and Recruiting in 2019

There's no denying that recruiters have hard jobs, and **74% predicted** at the end of 2018 that it was only going to become even harder in the next 12 months. As a result, many HR departments are looking into software that can help make the recruitment process a little bit easier and discovering video interviewing may be the solution they need.

Here are some reasons why:

① It Helps Recruiters Follow Best Practices
Video interviewing software can help make sure your recruiters follow structured guides to make sure every candidate has been fairly evaluated, but it can also help you follow other best practices.

For example, many recruiters follow **Albert Mehrabian's 7-38-55 rule for personal communication** when it comes to recruitment. This rule states that when communicating, a person should place less priority on the words used by a person, allowing it to only take up 7% of your consideration when communicating. The tone of a person's voice gets a higher priority at 38% and facial expressions should get the highest weight at 55%.

Video interviewing software can help your recruiters follow the 7-38-55 rule, especially when you replace telephone interviews with the technology.

② Easily Hire Remote Employees
Data gathered from **506 participating companies** showed that 47% of hiring managers use video interviewing software because it shortens the time it takes to complete a recruitment project, with 22% of those companies saying it's particularly helpful when recruiting remote candidates.

A study by **Tiny Pulse** goes beyond those numbers, suggesting that organizations saw a 33% decrease in the time it took to hire candidates for remote opportunities when using video interviewing software.

③ You Can Speed Up the Recruitment Process
It's usually at least a few months between the initial job posting and the point where a candidate becomes an employee. That not only makes the process annoying for applicants, but it's not efficient for companies looking to hire, as well.

A study done by **Undercover Recruiter** found that a traditional hiring process will typically take a recruiter 45 days to complete. When the interviewing stages were replaced by video interviewing software, that time was immediately cut in half.

④ It Makes Hiring Less Expensive
The HR department can use up a lot of their budget just on recruiting job candidates, but video interviewing can

help solve this problem. A report done by the **Aberdeen Group** found 72% of hiring managers thought the main benefit of video interviewing software was the reduction in travel costs.

A great example is the American company General Electric. After switching to video interviewing software in 2012, the company saw a huge **decrease in the cost of interviewing candidates**, with most of the savings coming from not needing to pay travel expenses for out-of-town interviewees. Recruiters themselves also didn't need to travel to different places to interview candidates anymore, which not only saved on cost but also helped them come to a hiring decision quicker.

❺ Candidates Prefer Video Interviewing
The candidate experience is an important consideration when reevaluating your recruitment process, but there's nothing to worry about when it comes to how video interviewing software will affect it.

A study from **Lighthouse Research** showed participating job candidates consistently thought video interviewing software would help recruiters differentiate them from other candidates more than resumes or employment assessments. And they aren't alone in these findings. **Talent Board** also found that 97% of surveyed candidates felt they were able to appropriately represent themselves during a job interview.

Candidates also seem to have a preference when it comes to what kind of video interview they're completing. A **Software Advice study** found 57% of job candidates surveyed preferred live video interviews, with 28% would rather do a pre-recorded interview.

In Short...

Soon, companies who aren't embracing video interviewing software will have to play catch up. They'll spend more money and take more time to complete a recruitment process, but probably won't end up with the best person for the job at the end.

You'll only experience the benefits above by making the switch to video interviewing software. Now, all you have to do is find the one that's best for your organization.
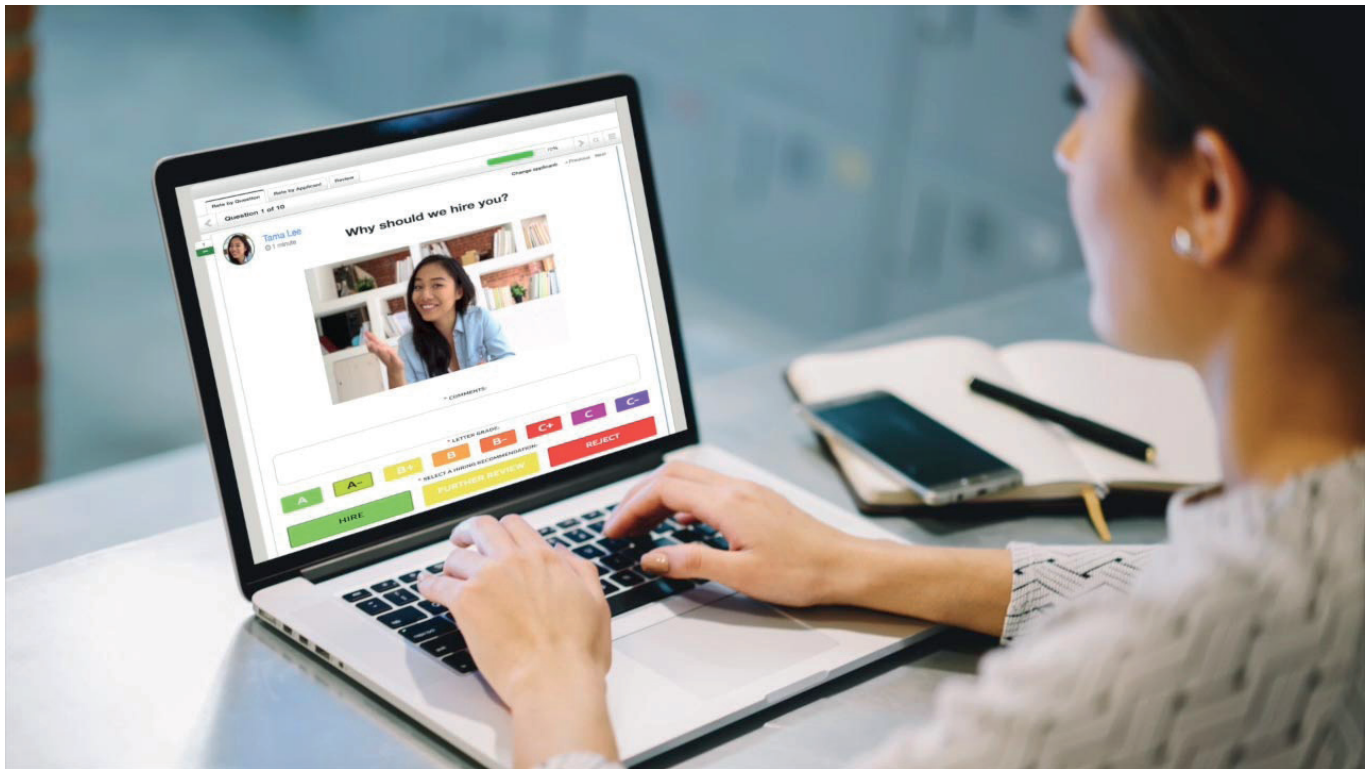
Conclusion

Video interviewing helps recruiters create a more cohesive hiring experience, interview more applicants, and find the best candidates—quicker and more economically than ever before. It allows you to uncover intangible skills and personality traits that simply aren't discoverable in a text-based resume.

As technology advances and the way we work changes, more and more people are expecting the option for digital interviews.

The innovative use of video interviewing demonstrates that your company is modern and with the times, making it more attractive to digital-savvy candidates.

The result? Happier recruiters and satisfied new hires.

So, get ready to harness people power through powerful technology. Start with VidCruiter. Contact us today with your questions. We're happy to help.

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