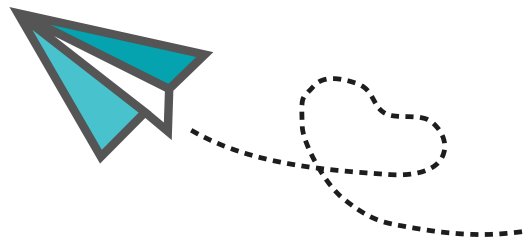


USING VIDEO AS A RECRUITING TOOL



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WHAT IS A VIDEO INTERVIEW?

Video interview is an interactive dialogue through video between at least two people. The participants can conduct the interview anywhere – home, work, abroad – as long as they have Internet connection and a device with a camera and microphone.



1.

Receive applications.



2.

Record video interview questions.



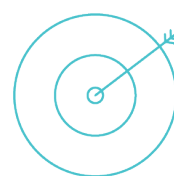
3.

Invite the best candidates for a video interview.



4.

Watch the answers and evaluate the candidates.



5.

Interview face-to-face and hire the best employee.

The most common case is to invite the candidates to a video interview where the interviewer has recorded the questions beforehand. The candidates can answer the questions when it suits them and the only restriction is the deadline. It is also possible to interview the candidates live. This guide will introduce all the different video usage for interviews: introduction, recording and live features. The main and most used forms are recorded and live video interviews. Video interviews are not replacing CV or face-to-face interviews, it is instead working as a middleman. Video interviews are able to replace phone interviews and first stage personal interviews.

WHY VIDEO?

[Our study](#) revealed that 72% of recruiters would use video interviews as a tool to decide which candidates they would like to invite for a personal interview. Even a short introduction video gives a huge add to the text application and brings efficiency and transparency to the process. Video interviews can be used in various positions. It has been used by small to large corporations as well in staffing and the public sector.

Clearer process

- You can send the same questions to all the candidates.
- Every candidate is on the same line and more easily compared.
- You won't necessarily remember the impression you got from the interview and the candidate's answers. Now they are accessible for you at anytime.
- Enables you to view more candidates compared to conducting face-to-face interviews.
- You can simultaneously handle multiple interviews with RecRight.
- Seamless collaborations with your colleagues.

Find the talent

Traditionally, candidates are invited to an interview depending on their CV. However this process might not necessarily help them find the right candidate for the role. The best candidates did not necessarily have to apply for the job earlier. Video gives you an opportunity to see the real person behind the application and you might find a true talent who might have been left unnoticed because of their application.

It is essential to find the suitable talent in order to ensure the future success of the company. The competition is tough and nobody can afford to let the best talent slip away.

Making remote interviews a piece of cake

Candidates who live far away can answer the questions anywhere. Candidates save a significant amount of time and possible travel costs. Many talents live abroad and with video interviews you can reach them effortlessly. Video interviewing is an easy tool and it will enhance the candidate's experience.



Case Uber

Andrew Kim is in charge of the recruitment for the whole Asian market. His evaluation states that video interviewing cuts down half of the recruitment process and is more beneficial. [Watch the interview.](#)



In-depth analysis

Video interviews show beneficial information that CVs or written applications lack. You will already see the personality of the candidates during the application stage. After all you are hiring a person, and not CV. With the help of video interviews, you can immediately see if the candidate fits the team. Also enthusiasm or the lack of it will be defined.

You can find a great candidate even though her CV or application doesn't stand out from the crowd. With video interviews you can ensure that these candidates won't be rejected too early.

Even the heaviest recruitment processes will ease

Colleagues participating in the recruitment process are able to watch the candidates' answers anywhere and at any time preferred. This is especially important when multiple interview rounds are being planned. You will avoid scheduling interviews, calendar hassles and the recruitment process will be significantly faster. Candidates will be less frustrated as the recruitment process will be compact and manageable.

You can send information regarding the recruitment progress through video and ask additional questions from all or selected candidates. Contact the selected candidates with one video instead of sending them individual emails or calling them one by one. Video is also more personal than an email.

You can also use your existing video interview questions in new positions.

You save valuable time from all participants

- Going through 20 candidates by phone takes up to 10 hours, while video interviewing takes 3 hours. [Read more about this topic.](#)
- “68% of recruiters use less than 40 minutes to record the questions, 48% made it in under 30 minutes.”
- “It took less than 20 minutes for 94,62% of recruiters to review one candidate and less than 10 minutes for 55,91 %.” ([Recruiter survey 2015](#))
- You save time when you don’t invite all the candidates for an interview at your office. It requires a lot of work in order to arrange a meeting and in the worst case scenario you will immediately notice that the interviewee won’t be a good fit. However you have to interview them anyway.
- If it takes too long to fit everyone’s schedule the candidate can get frustrated and finally decide not to show up for the interview.

ROI - RETURN ON INVESTMENT

Time savings:

- Significant time saving from fast screening
- Shorter and better quality shortlist
- Time usage for the recruitment process decreases
- Productivity of recruiters gets better

Cost savings:

- Time saving means always reduced costs
- Less administrative costs
- Less travel costs
- Reducing costs of failed recruitments

Process enhancements:

- Streamlined recruiting process
- Interactive selection process
- Less need for multiple communication channels internally
- Easier process for recruiting team

HOW DO I USE VIDEOS IN MY RECRUITMENT PROCESS?

The video interview tool can be used effectively during any stage of the recruitment process. The most common areas are for video introductions, video interviewing and live video interviews. Video interviewing effectively become integrated into an existing recruitment system, allowing the product to form a more personalized aspect to the recruitment process.

Video introduction

You can request the candidates to make a short video introduction of themselves. The video introduction will enable you to receive a first impression of the candidates, which is very important. It also allows the candidates a chance to stand out from the crowd during a very decisive admission stage. However, emphasize the importance of the introduction in the job advertisement and explain why it's necessary. This helps job seekers to understand the importance of the video introduction if they would like to proceed with the application. Candidate survey carried out by Jelpp revealed that more than 70% of job seekers consider adding a video introduction into their job applications.

Video introduction could be done freely or guided. The guided version includes questions modified by the recruiter that the applicants would have to answer. The free-form introduction allows candidates to freely speak about themselves and their skills.

Company culture and employer image are crucial today for job seekers when they are choosing a company to work in. Recruiters can make a video introduction of themselves and their company when they post a job advertisement simultaneously instructing the candidates how to post video introduction. The applicants will then early on get an overview of the company.

Video interview

For a video interview, recruiters will record questions and candidates will be invited to video interview from RecRight. Candidates receive invitation to their email.

We recommend video questions instead of written questions as they decrease the threshold for the applicant to respond on video. The questions recorded by the interviewer serve as a model of the level that is expected from the applicant's responses.

You can record the video interview questions anywhere at anytime. Questions can be recorded as many times as you want. This applies for the candidates as well.

Recruiters should take advantage of the previous recorded questions in order to receive readily comparable answers from the candidates. Instruct the candidates about the desirable length, or any requested style or content regarding their answers.

You can review the answers, comment and share the video interviews with your colleagues. This feature brings effectiveness to your recruiting process as all involved colleagues have the opportunity to visit the applicants' videos and comments.

Public video interview

You can also choose to make the video interview public. This way you will be able to post an open video interview link for the appropriate media, for example regarding a job position or even on the company's social media channels. Video has become an effective tool in the recruitment world, which makes a public video suitable for your career site.

Live video interview

One option is to conduct the interview as a live video. This option allows both parties to talk to each other directly. The live videos are conducted like a personal interview that include similarities to a traditional interview.

Other options using video interviews

Lastly you can use video interviews for organization and communication needs. For example, your manager could post a greetings video for the candidates on your company's training day or create an employee survey using video. You can also connect a video to an in-house email message, the possibilities are limitless!



PRACTICAL TIPS FOR SUCCESSFUL VIDEO INTERVIEWS

Techniques

- You need a computer with a camera and a microphone (these are common appliances in almost every computer today).
- If you record in low light you might need some additional light. Light on both sides of your face in approximately 45-degree angle or an individual light pointing directly to your face.
- Also the background should be lit.
- You can use either a webcam or a digital camera.
- Lights and microphone might need stands.
- Desktop microphones have better sound quality than headsets or earbuds. They're also easier to hide from the camera.
- Adjust the sound from the computer so that it won't echo.
- Do a test recording, check picture and sound quality and do adjustments if necessary.



PRACTICAL TIPS FOR SUCCESSFUL VIDEO INTERVIEWS

Visuals

- Choose a quiet space with no background noise or echo.
- Peaceful background and a little distance from the object usually works best but some movement in the background could work. Try it out!
- Make sure you have enough and even lighting on the face and background. Basically there can't be too much light!
- Camera should be positioned on eye-level. Sometimes you need to raise your camera or laptop on a pile of books or a stand.
- Choose clothing that has a different colour than your background.
- Dress accordingly.
- Check the composition on the screen. Focus on the lightning and cropping.
- Remove distractive objects from the composition.



PRACTICAL TIPS FOR SUCCESSFUL VIDEO INTERVIEWS

Behavior

- Maintain eye-contact.
- Look into the camera, not into the screen.
- Be yourself.
- Be confident and calm as well as positive.
- Articulate clearly.
- Have a good posture.
- You can use body language.
- Pay attention to your mannerisms in your speech and movements.
- Be polite. Thank the candidates at the beginning of the interview for their participation. Introduce yourself and your company. Also mention how the recruiting process will progress and what is expected for the candidates.



COMMON QUESTIONS ABOUT VIDEO INTERVIEWS

How many questions should I ask?

Three to five questions are enough for most of the roles. Video interviews does not replace the face-to-face interviews which is why you don't have to ask everything between heaven and earth. Ask the most essential and informative questions that will define if the candidate will move on to the next recruitment stage.

How long should the questions be?

Keep the questions short in order for the candidates to remember them and are able to answer within the time frame. The video introduction should be 1-2 minutes and the questions should be 15-30 seconds. Ask questions that relate to the candidates. Also remember to adjust the time for the asked question, you don't want to stress or confuse the candidate. The goal is to receive a clear answer within the time limit.

Instruct the candidates clearly about the length of the answers. We recommend no longer than 2 minute answers, in most cases 1 minute is enough as you still have time to include the main points and keep the answer interesting.



What to ask in a video interview?

Video interviews are not meant to replace personal interviews which is why you can only ask the most essential questions that will give you quality answers. The object is to get answers that will help to decide if the candidate will be invited for a face-to-face interview. One thing to remember with video interviews is that they are not interactive so ask as unequivocal questions as possible.

Avoid asking questions where the answers will include platitudes such as “I’m hard-working and an extrovert”. Try to think what are the most important values of your company and the most important qualities of the future employee. Try to include elements (visual and verbal) which portray your culture into the questions. Don’t rely too heavily on the guidebook of recruiting and feel free to use your imagination.

Two good questions for a video interview are “Introduce yourself shortly” and “Why should we hire you for this position?”. You can easily test candidate’s language skills in a video interview.

Video interview is usually just an initial screening before the face-to-face interview so it’s important to get answers that will tell you more about their persona and if they would fit in your team. Think about what questions would give you the most necessary information about the candidate.

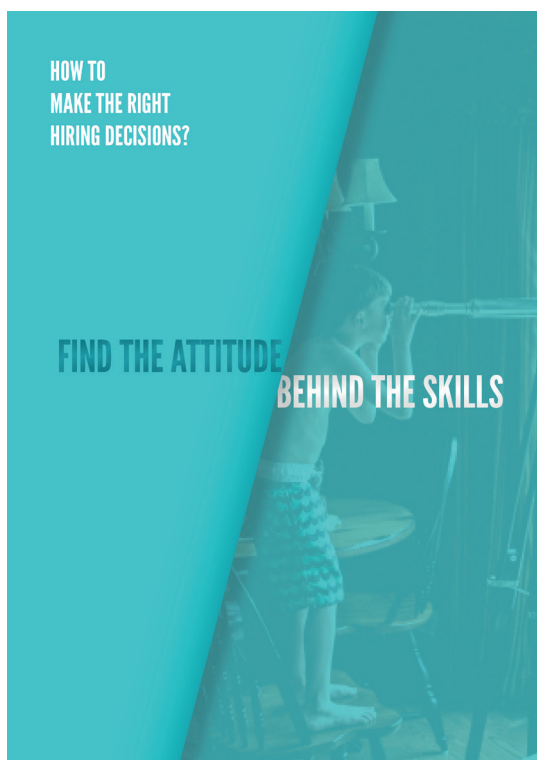


What kind of questions will give desirable answers?

You can for example use emotionally appealing elements which will spark and inspire the candidates interest.

Try to help the candidates to open up and relax by telling a joke and showing of a laid-back appearance while still being professional. Remember to be approachable.

Give a genuine impression of yourself and the company as well as bringing up the best element on video. As previously mentioned, give clear instructions to the candidates in order for them to answer in the way that is expected from a desirable candidate.



We collected interview questions for you

We have been there also. Wondering how to be sure that we hire the right employee? And how to assess the proper attitude in just couple interviews? We wanted to make things easier for you and, based on our experience, gathered our learnings in one document. [Read more here.](#)

HESITATING TO TAKE VIDEO INTERVIEWS IN USE?

Are you afraid of conducting a video interview? You are not a natural in front of the camera? Here are a few tips helping you to get rid of the stage fright!

- Make sure that your technology is working because it will show that you are worried about it.
- Make time to record the questions so that you have time to test different options and retakes.
- Don't think too much because it might make your questions seem stiff and scripted.
- You are your own worst enemy when evaluating your questions. Interviewees are focused on their own performance and usually don't even notice small mistakes.
- Talk like you were talking to another human, it's easier if you imagine the camera as a person.
- Ask your colleague to check your videos and give you feedback.
- You can also record the questions together with your colleagues.
- Sometimes the best help can be found outside your organization for example a friend.

CONCLUSIONS

Utilizing video interview is part of your company's brand and it enables you to build positive employer brands. Employer brands are important in all sectors and it is especially crucial that you get the best candidates interested in your company and job offer. You can create a personal image of the job offer and present future team members for the applicants to view online.

Workplace atmosphere and company culture are transmitted to the interviewee much clearer in video than through job advertisement or phone interviews.

The truth is, the skills written on their résumé is not the whole story. It's more important to find a suitable person who is willing to work hard and grow together with the rest of the team. This effective product will take care of the entire recruitment process from beginning to end.

With RecRight's video interview tool, you will be able to publish a job vacancy, receive applications and conduct video interviews from one location. You will manage the entire recruitment process effortlessly while keeping your colleagues up to date.

Did you know that you can register and [try video interviewing for free](#)?

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