EASYRECRUE

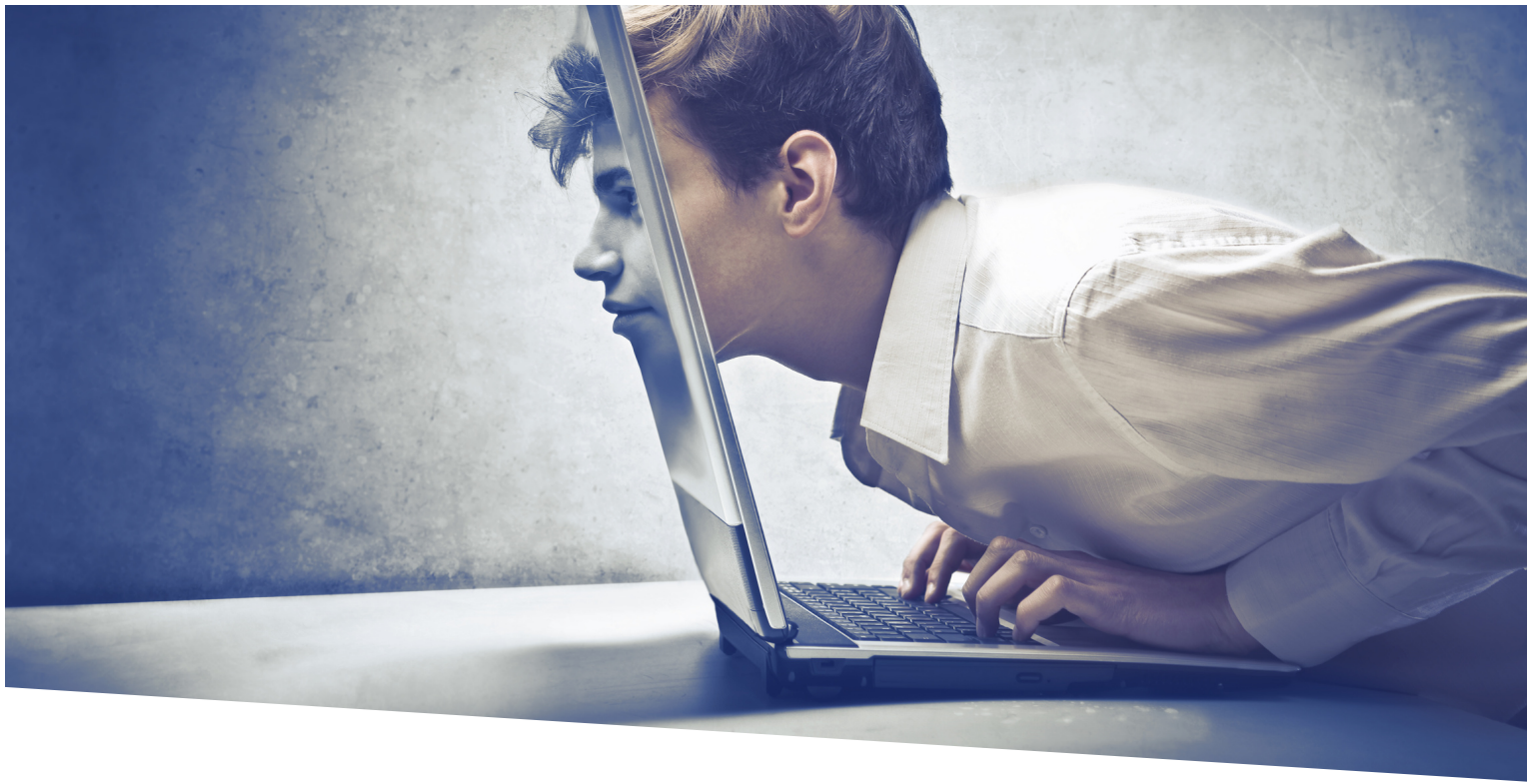# The Top 9 Myths About Video Interviewing

BUSTING THOSE MYTHS WHICH STOP ORGANISATIONS FROM TRANSFORMING THEIR RECRUITMENT

INTRODUCTION

EVEN THOUGH VIDEO INTERVIEWING HAS BEEN AROUND FOR OVER 15 YEARS, the rate of adoption is now rapidly increasing, and organisations of all sizes and sectors are transforming their recruitment with video interviewing. However, as with any new technology, there are often misconceptions and myths which can cloud the judgement or even deter organisations from considering new technology. This eBook intends to bust those myths and provide clarity for those HR and recruitment professionals who want to get to the facts about video interviewing.
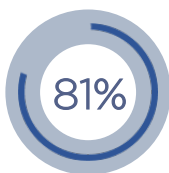
Did you know?

81% OF CANDIDATES WHO DID THEIR FIRST VIDEO INTERVIEW WOULD BE PLEASED TO DO OTHER ONES

Myth

👎

VIDEO INTERVIEWING PUTS CANDIDATES OFF

Truth

👍

CANDIDATES SAID THEY PREFER VIDEO INTERVIEWING

TRUTH EXPLAINED

According to our research and the experience of our clients, candidates prefer video interviewing. We recently conducted a candidate survey in which candidates said they preferred video interviewing as their chosen method of pre-screening and 81% said they would be happy to use video interviewing again. The main reason? Because it allows them to showcase themselves in a way which wouldn't be possible with a CV. And with some clients achieving response rates of up to 99% from interview invitations, it clearly shows very high candidate engagement.

This reinforces the findings of a study by PWC which stated 41% of 'Millennials' said they prefer to communicate electronically rather than face-to-face (by 2020 they will account for 50% of the global workforce).

Myth

Truth

OUR MANAGERS
PREFER TO DO THEIR
OWN INTERVIEWING

COLLABORATIVE HIRING
ALLOWS MANAGERS TO
GAIN MORE INSIGHT…

TRUTH EXPLAINED

Collaborative hiring allows managers to gain more insight into the pre-selection process prior to receiving the short list. In many cases, local managers think they would prefer to do their own interviewing. But the reality is that they don't have the time. So video interviewing allows the hiring manager to see more candidates so they can effectively collaborate in the pre-screening process in a time efficient way.

As a result, they spend less time on face-to-face interviews, which is helpful because they are too busy during the working day to do phone interviews or initial face-to-face interviews. For those organisations which operate a decentralised recruitment model, it can be difficult to implement consistency in approach and standards. However, video interviewing allows organisations to introduce standardised recruitment processes and policies by providing a framework and an audit trail of decision making.

Myth

Truth

VIDEO INTERVIEWING DOESN'T WORK IN MY INDUSTRY

VIDEO INTERVIEWING WORKS IN ALL INDUSTRIES

TRUTH EXPLAINED

We can speak from first-hand experience, EASYRECRUE has clients across Europe in all sectors including Finance, Retail, Hospitality, Pharmaceutical, Professional Services, Media, Manufacturing, Healthcare and Government. And there is yet to be an industry where video interviewing does not deliver value and improve the recruitment process by reducing the time-to-hire and cost-to-hire while improving the quality of hire.

Myth

VIDEO INTERVIEWING ENCOURAGES DISCRIMINATION

Truth

IF SOMEONE WANTS TO DISCRIMINATE, THEY WILL...

But this can be mitigated by introducing the right policies and processes and video interviewing can be part of this process. Video interviewing provides consistency and transparency which can encourage diversity in the workplace.

TRUTH EXPLAINED

Video interviewing allows more candidates into the recruitment process and provides an audit trail of the decision making to identify potential bias. It also creates a "level playing field" as all candidates are asked the same question, in the same way, and given the same amount of time to answer. Then through collaborative hiring, more stakeholders can be engaged at an earlier stage and can participate in the decision-making process through the use of scoring and assessment features which reduce the risk of bias and discrimination. And contrary to the myth, many organisations report a measurable increase in diversity within 12 months of implementing video interviewing.

Myth

Truth

VIDEO INTERVIEWING IS ONLY SUITABLE FOR HIGH VOLUME AND GRADUATE RECRUITMENT

VIDEO INTERVIEWING IS APPLICABLE TO A BROAD RANGE OF ROLES, SENIORITIES, SECTORS AND PROFILES

TRUTH EXPLAINED

The main value drivers of video interviewing when initially introduced were perceived to be reducing the time-to-hire and cost-to-hire. This is why it was initially adopted for managing high volume and graduate recruitment roles. High volume and lower level roles often have a considerable volume of unsuitable candidates applying.

The resources necessary to manage this process are significant, mainly because many of the applications are more speculative from less committed applicants, the ratio to shortlist is higher than higher level roles so the time saving is greater. The value drivers of reducing cost, saving time, and enhancing the candidate experience are applicable to all roles. Plus, as explained, the Millennials expect / demand the use of such technology, whether it be instead of telephone pre-screening or video interviews to replace initial interviews that could be easily conducted via video.

Myth

VIDEO INTERVIEWING IS NOT EFFICIENT

Truth

VIDEO INTERVIEWING IS EASY AND QUICK TO USE ...

TRUTH EXPLAINED

Video interviewing is easy and quick to use which saves time for the candidate and the employer. Over the past 15 years, video interviewing has been proven to substantially reduce the time-to-hire. A recruiter can reduce the time they spend screening candidates by 50-80% when using video interviewing compared to telephone screening. The platform is set up quickly, and there is a dedicated Customer Success Manager to help the recruiter and the hiring team get the best results.

For the candidate, if they can click a link on an email and speak in front of a camera (like FaceTime or Skype) they can complete a video interview. In a recent candidate survey, candidates said they prefer pre-recorded video interviewing because they can complete it at their convenience while being able to express more than they can through their CV.

Myth

I PREFER FACE-TO-FACE INTERVIEWS

Truth

PRE-RECORDED VIDEO INTERVIEWING ISN'T MEANT TO REPLACE THEM

TRUTH EXPLAINED

It is frequently used to replace telephone interviewing. Live video interviewing can be implemented to substitute the initial face-to-face interviews but rarely the final face-to-face interview. This myth relates to the use of the different options of video interviewing. Pre-recorded video interviewing is intended to replace telephone screening. Live video interviewing is intended to be implemented in the latter stages of the recruitment process, after the pre-screening stage and before the final face-to-face interview. Many organisations use live video interviewing to reduce the time-to-hire and cost-to-hire.

Should you feel pre-recorded video interviewing does not allow sufficient two-way dialogue then there is the alternative to introduce live video interviewing.

Myth

VIDEO INTERVIEWING IS THE SAME AS VIDEO CONFERENCING

Truth

THEY ARE DESIGNED FOR DIFFERENT PURPOSES

TRUTH EXPLAINED [1/2]

Whether you are using Skype or video conferencing, the main differences relate to features and the quality of video interviewing platforms.

Firstly, the features for video conferencing are designed to create a positive conference experience including the tools and features to arrange and conduct a video conference. The live video interviewing platform has been designed to create a positive video interview experience including the tools and features to arrange and conduct a video interview.

For example, the best-in-breed video interviewing software vendors will provide various features which will allow the interview to be recorded and then shared with the hiring team who use scoring and assessment features which are not available on video conferencing tools.

Myth

VIDEO INTERVIEWING IS THE SAME AS VIDEO CONFERENCING

Truth

THEY ARE DESIGNED FOR DIFFERENT PURPOSES

TRUTH EXPLAINED [2/2]

Video interviewing software is also designed to deliver HD quality video with very low bandwidth requirements. This is to avoid those quality issues we have all experienced such as frozen screens and poor audio when speaking with friends and family using tools like Skype.

The interview process can be stressful for candidates, so video interviewing software is designed to avoid this issue to deliver the best candidate experience. Furthermore, video interviewing software can be branded to enhance the employer brand and finally, candidates have access to 24/7 support to ensure they have a positive experience when engaging with you.

Myth

VIDEO INTERVIEWING ADDS AN UNNECESSARY STEP

Truth

VIDEO INTERVIEWING DOESN'T NECESSARILY ADD A STAGE AND CAN REDUCE THE NUMBER OF STAGES FURTHER ON IN THE RECRUITMENT PROCESS.

TRUTH EXPLAINED

Video interviewing is intended to cut down the number of stages within your recruitment process. Using pre-recorded video interviewing to replace the initial telephone screening stage saves the recruiters and hiring managers a significant amount of time and cost. Organisations which use video interviewing have found it transforms their recruitment process; more candidates can be included in the process which delivers a broader range and variety allowing a higher quality of people hired.
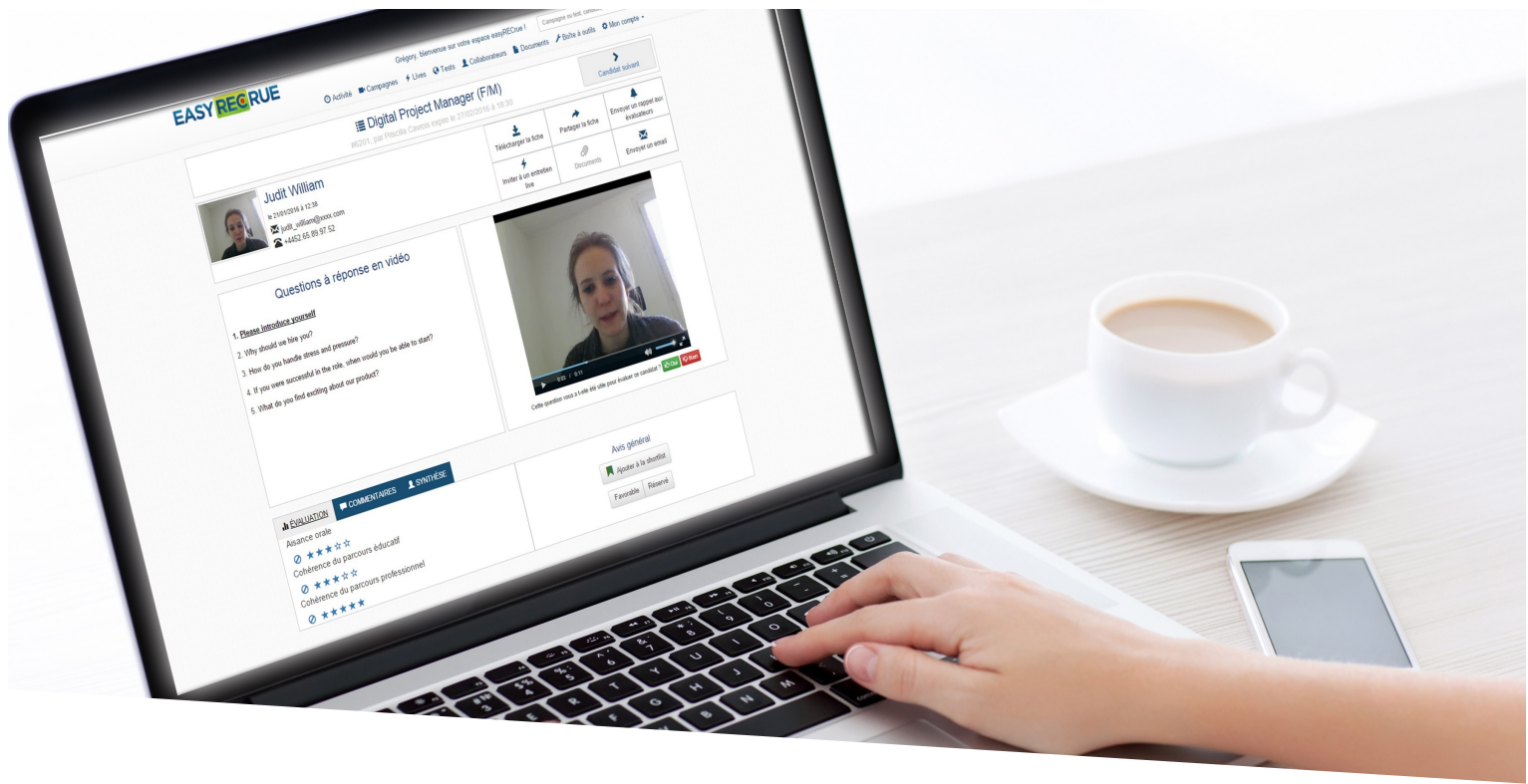
CONCLUSION

HOPEFULLY, WE HAVE 'BUSTED' SOME OF THE MOST WIDESPREAD MYTHS RELATED TO VIDEO INTERVIEWING.

If you still have questions about any myths or misconceptions about video interviewing, please reach out to us, we would love to hear from you. And finally, if you are interested in finding out more about video interviewing, please feel free to download our eBook the "Definitive Guide to Video Interviewing".

You can download it here.

ABOUT EASYRECRUE

EASYRECRUE is a software-as-a-service (SaaS) suite of pre-screening applications

EASY REC RUE

OUR AIM: TO TAKE FULL ADVANTAGE OF MODERN TECHNOLOGY AND HELP YOU RECRUIT THE HIGH-POTENTIAL TALENT YOU NEED

EASYRECRUE opened its doors in 2013, firmly establishing the concept of pre-recorded video interviews in France. As Europe's leading provider, we offer a suite of cutting-edge digital solutions to assist recruitment professionals with the applicant pre-screening and short-listing process. Based on our firm conviction that video technology and recruitment go hand in hand, we aim to take pressure off human recruiters by putting technology at the heart of the recruitment process. We give applicants a chance to shine while providing you with the means to delve deeper into their career experience and understand what makes them tick. Our qualitative approach to applicant pre-screening is also based on a principle of boosting performance while reducing the costs and time spent on recruitment.

- **easyRECrue: pre-recorded video interviewing** - easyRECrue is a pre-recorded video interviewing solution.

- **easyRECrue: live video interviewing** - easyRECrue live® is a live video interviewing solution.

- **codemenow: coding assessment tool** - codemenow allows the recruiter to easily assess candidate coding skills in 8 different coding languages.

- **easySPEAKing: online language test** - easySPEAKing is an online language test which assesses candidates' reading, writing, listening and oral competency in 7 languages.

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