

tazio

# 5 simple steps to get the most from video interviews



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# Video Interviews

## - the what, why and when

### What they are

Video interviews are automated web based interviews used by recruiters to assess potential employees' skills, motivation and aptitude for a job.

Video interviews use a combination of text and video questions for assessments, which can be completed by candidates and reviewed by recruiters at times to suit, using a computer, tablet or mobile.

Video interviews are not necessarily a replacement for face to face interviews in all situations, but are particularly effective in the early stages of the recruitment process. Unlike video conferencing or Skype, they are 'asynchronous' with recruiters or assessors not needing to be present when the interview is taking place. For candidates, they have the benefit of being able to answer questions as they appear on screen and in their own time.

### Why they work

Quite simply, Video Interviews enable you to find the best candidates faster and help you to make a better informed assessment of their suitability for a role. Video Interviews also remove the costs and pitfalls associated with telephone or early stage face to face interviews. What's more, candidates love the fact that video Interviews are easy to use, are time flexible, remove the need for travel and provide an opportunity to 'sell' their skills to you. for the job.

### When to use them

Video Interviews can be used at the start of your recruitment process as a highly effective way of screening high volumes of candidates. Using suitability questions and scored interviews will help you to quickly identify the best candidates and importantly, screen out those who do not meet the required standard. By using a selection of video interview questions, you are able to see and hear each candidate, enabling you to assess their personality, presentation & communication skills, attitude, motivation and potential cultural fit. Equally, for those roles with a limited, or dispersed talent pool, you are able to interview candidates anywhere in the country, or even the world, with no travel constraints, or scheduling problems.

“ The benefits to us of using this sort of technology are significant: a recruitment panel based in different geographic locations can review the interviews in their own time without having to travel, saving time, money and transport emissions; we can interview candidates from around the world in quick succession, saving a lot of man hours trying to coordinate their travel schedules with ours; we can 'meet' the person and understand their personality better than we would through a telephone interview ”

Liz Bell  
Group Talent Development Director,  
Kingfisher plc

# The Big Picture

## Change is always a little unnerving at first

Effective recruitment is a tough job and, along with trying to keep costs, disruption and attrition rates to a minimum, the pressure on recruiters to make the right candidate choices can be huge.

Video Interviewing is still a relatively new concept for many, with some recruiters understandably demonstrating a degree of scepticism or even reluctance to change. However, its value is increasingly being recognised across many sectors, with recruiters readily adopting this new way of working.

Our e-book aims to explain what video interviews & assessments are, including how & when to use them. It offers a simple 5 Step, easy to follow process, along with some useful tips and ideas to make your recruiting process a success.

## A foolproof plan for success

Using video interviews and assessments is not going to be right for every organisation, or for every job, however by following our simple, tried and tested process you will ensure you are using them at the right time and in the right way. This will help you get the most from your recruitment process.

- Step 1:** Plan - Getting the right information?
- Step 2:** Design - Create a successful assessment.
- Step 3:** Promote - Attracting and engaging with candidates.
- Step 4:** Review - Identify the best candidates.
- Step 5:** Share - Include the decision makers.

Each step is important in the overall success of Video Interviewing. Addressing each point separately will give you the best chance of maximising that success. But don't worry, we're here to show you how to navigate each step so you and your recruitment process can shine.



# Step 1: Planning

## - gather the right information

### Before you start

Video interviews or assessments might not be necessary for every role or vacancy, so it's important to consider the various elements and requirements of each role to identify where the use of video could help.

### Points to consider

1. How many candidates could potentially apply for the role?
2. Are you looking for specific knowledge, competencies, experience, strengths or skills?
3. What is the size of the talent pool available?
4. Will you be recruiting locally, nationally or internationally?
5. Is it important for candidates to quickly understand what the role involves?
6. How quickly do you need to recruit?
7. Will applicants be from a wide geographical area?
8. Have you previously used telephone interviewing for first stage screening?
9. Is personality, presentation and communication central to the role?
10. Are there a number of people involved in the decision making?
11. Is knowledge of another language a key requirement for the role?
12. Have candidates not turning up to interviews been an issue for you previously?

While there is no simple right or wrong answer for which type of role a video interview or assessment will work best for, you might find the following hints useful.

The larger the number of applications you expect to receive, the greater the potential for saving time and money by automating at least part of the assessment process.

For roles where a candidate's personality and attitude is important, video comes into its own

Seeing how a candidate might respond in certain situations is invaluable for customer facing roles

Being able to see and hear a candidate explain what motivates & interests them will help you make a more accurate assessment of their suitability

Video Interviews remove completely the problem and costs associated with 'no-shows'

Where telephone screening has been used previously, adding video enhances the whole process

Assessments can be accessed by any member of a recruitment team regardless of where they are located

Time spent administrating traditional initial screening processes can be slashed

Video help keeps your recruitment processes compliant and fair.

**Next up: Design - Create an effective assessment**

# Step 2: Design

## -create an effective assessment

Simply using the same questions for video assessments that you have previously used for your telephone or face to face interviews might not be the most effective route for your video assessments as they offer a very different experience for both the candidate and the assessor.

### Asking the right questions

Thinking about what you are trying to achieve from your online interview will help to determine your line of questioning.

- Are you looking for a quick way to screen out unsuitable candidates?
- Are you wanting to identify candidates with a particular skill set or personality trait?
- Do you aim to provide a realistic preview of the role, so potential applicants can self - select themselves in or out?

The best video platforms allow you to create interviews and assessments which include a wide variety of question types, such as:

- Yes / No
- Multiple Choice
- Multi- Select
- Essay
- Rating
- Video

By using different question types, as well as varying the thinking and answer times you allow for each question, you can structure your interview to assess candidates for a wide range of skills, competencies and strengths.

For example you can include simple yes/no or multiple choice questions to confirm basic competencies, then video questions to assess the candidate's personal skills, or to examine competence against evidence based questions.

### Follow up questions

In a typical face to face interview it's possible to ask follow up questions to a candidate's response, and to probe for more information. With Video Interviewing, where this format isn't possible, carefully planned questioning will enable you to obtain all the information you need from a candidate.

Planning your questions in advance will ensure you cover all the points that are important to you in the assessment. Also, as the interviews are recorded and can be referred to as often as required following the completion of the interview; you can easily plan follow up questions for candidates should you decide to proceed to the next stage of screening with them.

Consider also, recording or videoing yourself asking the questions. This can make it easier to explain in detail exactly what you are asking, and can also improve candidate engagement.

**Now you're ready for: Step 3: Promote - attracting and engaging candidates**

## Step 3: Promote

### - attract and engaging candidates

Video interviewing benefits the recruiter in so many ways, they can also make the whole recruitment experience for candidates a more positive experience. The added benefit for employers here is the opportunity to impress on candidates your value and reputation as an employer and company overall.

#### Make it personal

The interview introduction presents an ideal opportunity for employers to start engaging with potential employees. Welcome the candidate and explain to them why you are asking them to complete a video interview. For example, you could introduce the role to the candidate, outlining the personal skills or qualities that are required, then explain how a video interview will enable you to see if and how the candidate demonstrates these qualities.

Consider recording a video introduction to show what the job involves, what it's like to work for your organisation, and possibly who already works there. This can be a simple webcam introduction or, if budgets allow, a professionally produced all action blockbuster. From experience, the former often work better!

Having the recruiter or hiring manager record the questions makes it easier to explain what you're asking. Also, the candidate doesn't feel they are simply talking to a computer.

#### Branding

It's possible to fully brand your interview with your logo, colour scheme, introduction and conclusion text. This all helps to strengthen the candidate's connection with your brand.

#### Streamline the application process

Simplifying the application process for candidates certainly makes a better experience for them. It also allows you to have all your candidate data in one place, saving you considerable time, and making it easier for you to compare candidates.

Combining basic screening questions, numeracy, literacy or technical tests, along with video assessments, will give you everything you need, all through one application process, and all in one place.

#### Offer a practice interview

Consider giving candidates the chance to do a practice interview which won't be scored or assessed. This helps them to get comfortable with the interview process and to feel more relaxed in front of the camera.

**Time for: Step 4: Review - identifying the best**

# Step 4: Review -identifying the best candidates

## Waste less time on unsuitable candidates

One of the main advantages of video interviewing is the ability to review and compare answers from all candidates to your questions.

Unlike face to face interviews, where you're relying on memory, with video you can review responses in greater detail and as often as you like, then compare those responses against other candidates.

The time saving benefits of the Tazio platform is significant and it quickly becomes evident if a candidate is not suitable for a role. They may not have qualified beyond the very first stage of screening, or they may have reached a low score in the competency questions.

With video, you are further able to screen out unsuitable candidates early in the recruitment process by assessing their responses demonstrating personal skills. See our tips below to help you use video for identifying the best candidates.

## Top Tips

1. Consider making the first video question a basic "getting to know you" question that you're not going to review. This gives the candidate a chance to get comfortable, to relax and to show their true self.
2. If possible, ask an existing employee, ideally a top performer, to complete the video interview which will give you a benchmark to assess candidates against.
3. Use the person specification along with the job description produced during your preparation stage, to keep in mind the specific skills you are looking for.
4. Imagine each candidate in the workspace as you work through their video responses and consider how they might contribute to the role, team, department and company.

**And finally: Step 5: Share - include colleagues and hiring managers**



# Step 5: Share

## -include colleagues and hiring managers

In many instances the decision regarding the recruitment of an individual can involve more than one person. This presents a number of advantages, but also a fair share of challenges.

Scheduling interview timetables with busy hiring managers, or when a panel of interviewers is required, can be a logistical nightmare. The number of hours spent co-ordinating timings, venues, travel and follow up meetings can be immense; add to that the risk of no-shows, the cost and disruption to a company can be significant.

### Give hiring managers control

By using a video interview platform you can simply send the hiring manager(s) a link to view the candidates. Managers can watch the interviews in their own time, on multiple devices and wherever in the world they happen to be.

Furthermore, managers can review, compare and rate each candidate's answer, add notes and comments, which can then be shared with anyone involved in the decision making process.

### Reduce Discrimination

Some think video interviewing increases the risk of discrimination, but the opposite can actually be true.

With the specifications, qualification criteria and questions set in the preparation stage, it's easy to establish a fair and consistent approach. Involving two or three recruiters or hiring managers to review each interview, further reduces the risk of any bias, either deliberate or subconscious. Furthermore with video, each interview can be saved and securely stored. Should a company have a concern relating to its recruitment practices, the videos can be viewed as part of any investigation or review.

# Video Interviewing

## -Your cheat sheet to success

So, whether you're using a superstar assessment platform like Tazio, (or a wannabe impersonator!) the secrets to getting the most from video interviews and online assessments are exactly the same:-

### Step 1: Identify

- Work out which of your vacancies video interviewing and online assessments is going to work for and add value.
- Identify what key skills and attributes your ideal candidate should have.
- Choose where in your recruitment process the best place to add your video interview.

### Step 2: Create

- Select the question types which will best assess the candidate's skills and suitability.
- Vary the thinking and answer time to assess a candidate's ability to think under pressure or provide a short, concise answer.
- Plan your questions so candidates understand exactly what you are asking, and are prompted to provide sufficiently detailed and relevant answers .
- Add scoring and suitability questions if you expect a high volume of applications to quickly filter unsuitable candidates .

### Step 3: Promote

- Explain to candidates why you want them to complete a video interview, i.e. so you can find out more about them.
- Record a video introduction and video questions to improve engagement with the candidate.
- Send candidates a link to a practice interview and provide them with contact details for support, in case they have a technical issue.

### Step 4: Review

- Using scoring to automatically filter unsuitable candidates, saving you time.
- Compare candidates side by side to identify the best quickly and easily.
- Rate each candidate's answers and add comments where appropriate.

### Step 5: Share

- Have colleagues and hiring managers review shortlisted candidates to get a rounded view of each candidate.
- Sharing a candidate's interview helps to remove bias and ensures a fair selection process.
- Ask hiring managers to provide comments to justify their preference for a particular candidate.

# About Tazio

We set up Tazio in 2010 after recognising the benefits of using video interviewing as part of the recruitment process. We soon realised the potential of integrating video with online assessments and tests to enhance a multitude of business processes. These include performance management and employee engagement, through to market research and customer feedback.

Today, after 5 years development and evolution, our customers around the world are using Tazio to recruit smarter, improve employee engagement and better understand their customers.

With our Free account, we're making available the great benefits of Tazio to an even wider audience. If you'd like to find out more about us and our plans for the future, do get in touch.

For more information, or to arrange a demo of Tazio visit [www.tazio.co.uk](http://www.tazio.co.uk) or give us a call on **0844 493 5560**.

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