

# CHECKLIST: TRANSFORM YOUR INTERVIEWING PROCESS WITH VIDEO

As the world of business technology expands, recruiters simply can't ignore the up-and-coming benefits of video interviewing. Between the ability to review talent at your leisure with pre-recorded interviews and the capacity to assess candidates who otherwise would be disqualified for sheer distance, video interviewing solves a number of recruitment concerns.

With this guide, even the novice interviewer will understand how video interviewing can augment the recruitment process for the better. After all, you want access to the best candidates in the shortest amount of time, and video interviewing is the key to quality speed.

## Prepare a New Interview Process

The interview process is often lengthy, and you're looking for a way to expedite it without sacrificing quality. With some careful preparation, you can change the interview process for the better to find the best candidates in the shortest amount of time.

### Train the Interviewer

Train your team to conduct more thorough interviews. Create internal resources for your interviewers using HR analytics to help them weed out bad candidates.

### Introduce Video Interviews

Implement video interviewing to remove the need for travel, either on your end or for the candidate. Video interviewing narrows the candidate pool and is a consistent, reliable way to interview candidates outside of geographical boundaries.

### Provide More Feedback

Reach out to all candidates afterwards to give and ask for feedback. Make an effort to contact every interviewee, otherwise you risk damaging your employer brand.



## Create a New Process to Prep Candidates for Video Interviews

Just because video interviewing is an inevitable advancement in recruitment technology doesn't necessarily mean your candidates are familiar with this facet of corporate technology just yet. For better video interviews, you'll need to prep novice candidates.



### Acknowledge the Transition

46% of [candidates have never participated in a video interview](#), so you'll need to acknowledge any trepidation and ease the transition.



### Provide Candidates with Branded Resources

Create a quick branded digital guide (great for your employer brand) of lighting tips, tips to control noise, technical support they'll need and an overall welcome to the interview process.



### Set Proper Expectations

58% of companies don't communicate how long their [application or interview process](#) will take, which can make it difficult for candidates to prepare. Give them a timeframe.



### Debrief Candidates

Although 94% of [candidates want feedback](#) after their interview, only 41% of candidates hear from the interviewer again. To build a better talent pipeline, debrief them on the interview, and what they can do next time to be more successful in landing the job.



## Find a New Approach to Conducting Video Interviews

Video interviews don't improve your interviewing skills, they are simply a medium to easily conduct otherwise costly or difficult interviews. Your team might need to brush up on their skills, and we have a few things you could try to take your process from good to great.



### Ask Tangential (But Relevant) Questions

This might sound like an oxymoron, but there are ways to ask questions that are both relevant to the open position that don't directly involve the job's responsibilities. Try asking about their previous employer or position to assess how they are a skills or culture fit.



### Take Your Time

Ask your hiring team to sift through candidates and make a note of the best answers to questions. Then use these answers as benchmarks to identify other quality candidates.



### Use the Wow Factor

Ask interviewers to dress accordingly. Certain patterns can distort image quality, and although it might seem a bit frivolous to worry about wardrobe specifics, it matters when it comes to video quality.



### Make it a Conversation

Share information about company culture or the role with candidates as they talk about their work history and office experiences. Lead the [conversation during the interview](#), but remember to listen and react to your candidate.



## Convince Your C-Suite to Implement a New Interviewing Process

Now, that we've created the new process, it's time to get your executive team on board! 63% of organizations [use video for job interviews](#). Video interviewing lets candidates shine a bit brighter, work around busy schedules, and helps you prepare for the future of recruiting so you don't miss out on the best candidates. Share the following points:



### Prepare for the Future

Video interviewing integration seems innovative now, but eventually, it'll be a fact of life for most organizations. So as the needs and practices of the workforce evolve, you will need the technology to keep up in an increasingly digital workplace.



### It's Better For Candidates

Candidates who've [interviewed through video](#) prefer video to phone interviews (47%), which means many candidates acknowledge the ease of video from their side of the screen as well. With pre-recorded interviews, candidates who are currently employed don't have to worry about scheduling an interview while they're at work.



### Adapt to Candidates

With the number of [remote workers in the United States](#) estimated to be as high as 30%, companies will have to accommodate remote candidates in the coming years.



### Solicit Feedback from Candidates

Video recording allows you to quickly get a candidate's feedback on the interview process. Use this data to improve!

## Now What?

A [video interviewing platform](#) can fill the gaps in your recruitment strategy and accelerate the process so your open positions don't stay vacant for too long. Luckily, we've recently released our video interviewing platform, so it's easily integrated with the rest of our [talent management suite](#). At ClearCompany we understand the precious value of time during the recruitment and hiring processes, that's why we strive to bring you the best products so you can develop your employer brand while creating a great candidate experience.

