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What Candidates Say Is Important For A Good Video Interview

+ Data: How Video Interviews Can Be Better Than
Face-to-Face Interviews

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INTRODUCTION

Do you work with video interviews today or thinking about working with them?

We have analyzed feedback from over 2 000 candidates that have conducted video interviews or video questions as part of the recruitment process.

In our analysis 3 critical aspects were found, which you need to get right when working with video interviews or video questions. These three tips will help you create a better candidate experience and turn more candidates into promoters

Further down you will also find our analysis of over 300 000 candidates' feedback and How video interviews and questions create a better candidate experience than face-to-face interviews.

What are you waiting for?

Let's read!

3 TIPS TO IMPROVE YOUR VIDEO INTERVIEWS

- 1. Have a Well-timed technical information**
- 2. Set the right expectations**
- 3. Enable Ability to test and get started “silently”**

1. Have a Well-Timed Technical Information

The most commonly suggested improvement is that candidates do not know how to get started, where to click, how to troubleshoot or where to turn to get help, even though most of this information already has been sent to the candidate. The problem is that it is not timed correctly.

What our clients did was to include the asked for information that was not included and sent a reminder email with all this information one hour before the video interview. This dramatically diminished feedback about technical problems. A simple, but effective solution that could not have been spotted without feedback.

2. Set the Right Expectations

Is a video interview really the same as an in-person interview? Maybe it is, but the important thing is to set the expectations for the candidate.

Most candidates have never been to a video interview before so just stating an agenda and the set the right expectations is important for the candidates.

3 TIPS TO IMPROVE YOUR VIDEO INTERVIEWS

3. Enable Ability to Test and Get Started “Silently”

When you start the camera, is that when the interview starts? When submitting comments, many candidates mentioned that they want to get everything technical going maybe 5-10 minutes before the interview starts.

The ability to check sound, light and not miss the starting time because of technical errors, is important for the candidates.

Start Acting on Candidate Feedback

Taking great actions on these three things above or securing that the tool you have, will get you from having a bad candidate experience with video interviews and questions to having a really good candidate experience.

Here is what we at Trustcruit recommend you to do depending on how you work today.

I Use a Video Interviewing/Screening Tool

Good for you if you are already using a video interviewing and screening tool. Then, follow up on these three tips (Well-timed technical information, Set the right expectations and Ability to test and get started “silently”) together with your contact person responsible for the tool you are using or send them this whitepaper.

These things need to be thoroughly built, tested and evaluated with feedback from your candidates in order to secure that your video interviews and questions create a positive candidate experience.

3 TIPS TO IMPROVE YOUR VIDEO INTERVIEWS

I Use a General Tool to Conduct Video Interviews (e.g. Zoom, Skype, Hangouts)

If you are using a standard video meeting tool, I recommend you to either consider using a tool that meets the 3 tips above (if you perform video interviews more than once a week) or does a walkthrough to secure that these requirements are met in your process for your video interviews.

For example, do the candidates get an email the day before the video interview that informs them with technical information? If not, start sending these informative emails and move on to evaluate tip 2 and 3.

I am Considering to Use a Video Interviewing/Screening Tool

If you are considering using a video interview and screening tool we recommend asking your sales representatives for feedback on these three things that candidates say are the three major drawbacks of video interviews and questions.

How does the tools they have seen on the market meet these requirements from the candidates? Use the answers from your sales representatives when considering and make an evaluation of which tool to use and I am sure you will find a tool that will take your video interviews to the next level.



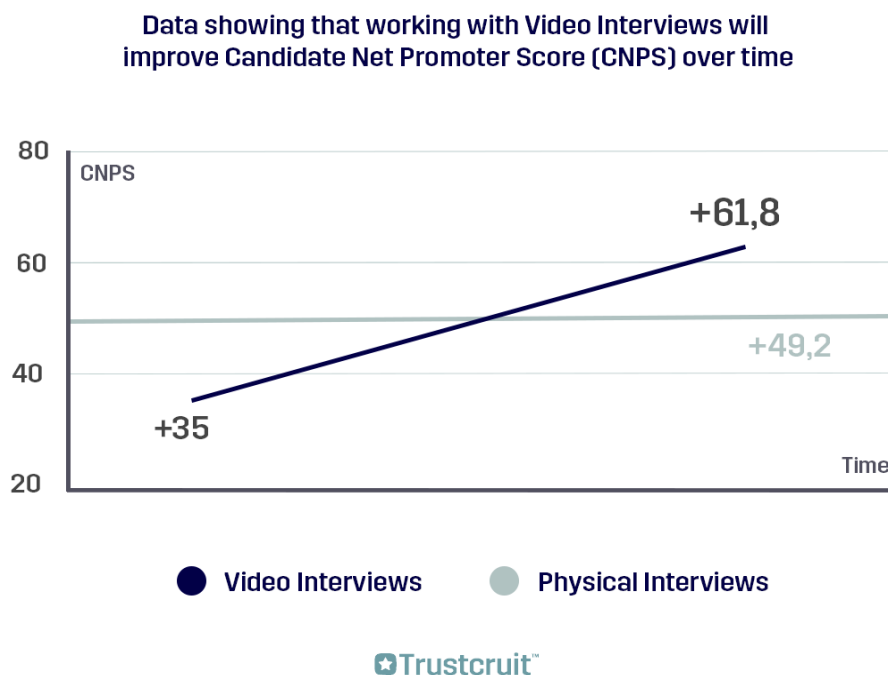
[DATA]: HOW VIDEO INTERVIEWS LEAD TO A BETTER CANDIDATE EXPERIENCE

Did you know that video interviews actually lead to a better candidate experience?

We at [Trustcruit](#) performed research of feedback data from over 300 000 candidates to solve how video interviews affect your candidate experience.

To be able to do this finding we have measured the candidate experience using [Candidate Net Promoter Score \(CNPS\)](#). CNPS is a key metric, which organizations use to measure candidate loyalty satisfaction to improve their recruitment and employer brand.

Here is the data behind why video interviews lead to a better candidate experience.



Candidates that went to a face-to-face interview had an average CNPS of +49.2. Whilst candidates that participated in video interviews are more successful with an average CNPS of +61.8.

What is interesting is that when starting with video interviews the organizations had an average CNPS of +35 compared to in-person interviews with +49.2. This means that at the beginning of the time frame, in-person interviews scored better than video interviews.

But how come and what does it mean?

[DATA]: HOW VIDEO INTERVIEWS LEAD TO A BETTER CANDIDATE EXPERIENCE

The answer to why video interviews are better than face-to-face interviews is simply put, focus on feedback and improvement. By constantly improving video interviews, the researched organizations could score a higher Candidate Net Promoter Score than they would when conducting face-to-face interviews.

A higher CNPS means more satisfied and loyal candidates and in turn, more candidates that will promote your employer brand and apply to you again.

To improve, feedback needs to be collected at all times and you need to constantly act and improve on this feedback.

Need help to get started collecting feedback, measure your candidate experience and video interviews?

Visit us at Trustcruit.com and we're happy to talk more

