



GUIDE:

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# A COMPLETE GUIDE TO ONE-WAY VIDEO INTERVIEWS FOR RECRUITING





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2019

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# INTRODUCTION

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Talent is at the centre of a company's success, hence hiring people is the most important thing companies do. As technology develops, it impacts and changes everything around us: the way we do our work, how we communicate and, naturally, the tools we use in recruitment to attract and engage with candidates.

Successful companies are not afraid to make changes, embracing new technological solutions to level up their hiring process. Adding one-way video interviews to their recruitment helps them deliver a more appealing application process, as candidates are given a chance to present themselves beyond their CV. Consequently, recruiters can gather more data and make better candidate selection decisions.

Therefore, there is a growing number of companies using video interviews in the early stages of recruitment to better screen candidates before inviting them for face-to-face interviews.

Already a major recruitment trend, one-way video interviews give candidates a chance to show themselves beyond their CV and to convey their motivations in a more personal way, which can really help them to stand out from the rest of the candidates in the talent pool.

On top of that, candidates can answer a set of screening questions on their own time, where they feel more comfortable and with less stress.

As for recruiters, one-way video interviews improve the initial screening allowing them to better evaluate the candidates beforehand and only invite the best talents for a face-to-face interview. Basically, it allows identifying the best candidates early in the process, while also allowing companies to excel candidate experience.

This saves recruiters time and money and allows them to make more effective recruiting [decisions](#).

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In this ebook regarding video interviews, we will guide you through:

- What is a one-way video interview
- How does it work
- Why you should use it
- Advantages of the one-way video interview
- Tips to make the most out of video interviews

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# OVERVIEW

## What is a one-way video interview

A one-way video interview, also known as a pre-recorded video interview, is an interview where the interviewer is not present when the candidate answers the questions. It has the same concept of a questionnaire, only in this case the interviewee answers in the video.

Even though the recruiter doesn't actively participate in the moment of the interview, he is a passive element of this process, as he is the one that formulates the questions and analyses the candidate's answers.

## LIVE INTERVIEWS



Recruiter and candidate  
are face-to-face



Candidate has to answer  
the questions on the spot

## PRE-RECORDED



The candidate can answer  
at any time, independently  
of the recruiter



The candidate and  
the recruiter don't meet  
in real time



The candidate knows  
the questions beforehand

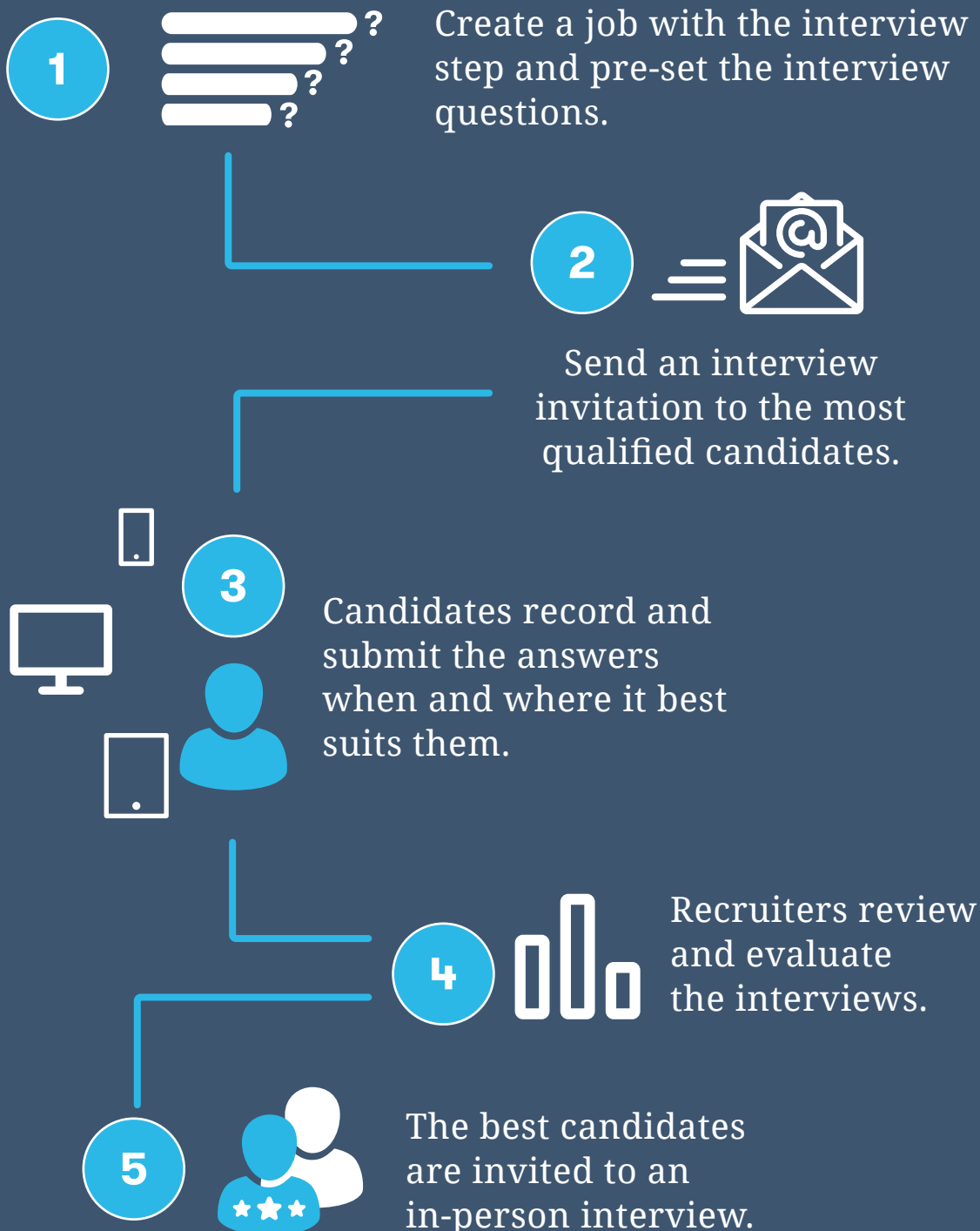
## How does it work

In one-way video interviews, the recruiters pre-set the questions concerning a specific job and send candidates a link through which they can record their answers within a deadline. In some cases, the candidate may have to record the answers on a phone, computer or tablet and then upload it. However, there are certain software that can integrate the recording itself with the company's website or recruiting software, making it easier for the candidate to perform the interview.

Once a candidate submits his video, the recruiter can then review and evaluate it in order to assess if the candidate would be a good fit and decide whether to invite him to a face-to-face [interview](#).



## One-Way Video Interview



## Why you should use it

**87%**

of talent say a positive interview experience can change their mind about a role or company they once doubted.

**62%**

of job seekers say that they would like a process that is complete in less than 2 weeks.

**50%**

of job seekers say that interview schedule changes are one of the biggest causes of frustration during the interview process.

**56%**

of recruiters say they can't make good hires because of lengthy hiring procedures.

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### Sources

- 1 • LinkedIn Business
- 2 • Glassdoor, 2015
- 3 • Lighthouse Research, 2016

**34%**

of recruiters list investment in innovative interviewing tools as a top trend for the near future.

**49%**

of candidates say that video interviews are the most valuable tool for helping them stand out in the hiring process.

**42%**

say that traditional interviews are compromised by the bias of interviewers.

**57%**

of recruiters say that traditional interviews don't help understanding candidates' weaknesses.

**63%**

of industry experts say that traditional interviews fail in assessing candidates' soft skills.

# ADVANTAGES OF THE ONE-WAY VIDEO INTERVIEW

One-way video interviews allow recruiters to be more efficient while improving the quality of hire. Even though you may think that to drive a more efficient recruitment process you may be required to shorten the time devoted to the assessment and selection of candidates in general, efficiency is really not about that.

The key for recruiters to be more efficient is to stop wasting time at the beginning of the recruitment process with candidates that aren't suitable at all for a specific role. Thus, they need to use faster and more accurate methods of identifying and assessing top performing candidates to engage with them sooner.

Traditional recruitment processes lead recruiters to conduct more face-to-face interviews, after screening candidates' CVs. That takes more of their time and, in many cases, recruiters are not even sure they are interviewing the most talented candidates from their applicant pool.

Pre-recorded video interviews, however, help recruiters save time in the selection process by allowing them to screen candidates faster and spot those who are the best match for a specific job and that best fit the company culture with more accuracy.

As candidates are invited by email to do the one-way interview, recruiters can engage more candidates at the same time and skip phone call scheduling issues. It also helps to develop a more collaborative hiring process by involving other team members in the selection process to make fairer and more effective decisions.

Another good reason to include one-way video interviews in the recruitment process is improving the quality of hire. Avoiding bad hires is a priority for recruiters given all the negative effects it can have on the company, both financially and culturally.

Here are some of the main advantages of the one-way video interview for both the recruiters and the candidates.

## For recruiters:

### → Easily attract and interview remote candidates

One-way video interviewing allows recruiters to reach candidates on a global level and interview top talents wherever they are based. This saves both the company and the candidate time and money in an initial recruitment stage, avoiding unnecessary travel costs.

### → Save time and money

Interviewing can be quite expensive and time-consuming. The simple task of scheduling an interview can turn into an enormous headache, making you go back and forth via email for days, or even weeks, as you try to find a time that is convenient for all participants.

Using pre-recorded video interviews to screen candidates will provide you with all the insights you are looking for without additional and unnecessary costs, as you don't need to meet candidates face-to-face on the first round.

### → Only meet the best candidates face-to-face

Having constant face-to-face interviews with candidates can be a demanding process, as meeting unsuitable candidates it is time-consuming and delays your recruitment cycle. This is mostly why it is so important to improve the pre-assessment of candidates and only invite the most promising for in-person interviews.

Having a strong and reliable initial candidate screening process speeds up the recruitment and allows recruiters to make better decisions. One-way video interviews are the best way to quickly assess all potential candidates. You can leverage it to evaluate many things, such as communication skills or cultural fit, for example, and decide who should be invited for face-to-face interviews.

### → Eliminate scheduling issues

Instead of struggling to fit 20 candidates in your agenda, why don't you interview them all at once? With one-way video interviews, the exact same interview can be replicated to all of the candidates to get their answers, easier and faster. This also allows you to standardise the questions that are asked to each candidate, making it a more fair and even process.

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Scheduling so many interviews is an arduous task and may not be worth it. One way video interviews favours quick assess of more candidates and an easier selection of the most promising for a final round of face-to-face interviews.

### → Promote a Collaborative Hiring decision Process

Live interviews are usually conducted by one or two recruiters, even though most of the times the recruiting team is composed of more than two people. One-way video interviews promote a more collaborative hiring decision between all the members involved in the recruitment process since everyone can review the answers recorded by the candidate. The more opinions you have, the more unbiased the decision will be.

## For the candidates:

### → More time to prepare the answers

Face to face interviews can be a nerve-wracking moment for candidates, as they are being put on the line regarding their knowledge and competencies, without knowing what to expect. In pre-recorded video interviews, candidates know beforehand what are the questions they will have to answer. This will give them the opportunity to better prepare the answers, providing them with the chance to shine and show what they have to offer in the best way possible.

### → Not having to deal with scheduling issues

A one-way video interview gives candidates the chance to work around their own schedule, given that they can attend the interview at the most convenient time. This feature is particularly important, considering that a large percentage of top talents are already employed when applying to a new job offer.

### → A chance to improve mistakes

Some software gives the interviewees the chance to record the answers several times, within a specific limit, allowing them to choose and submit the best answers. This important feature will help candidates feel more calm and comfortable, improving their performance during the interview.



# TIPS TO MAKE THE MOST OUT OF VIDEO INTERVIEWS

Using pre-recorded video interviews gives recruiters a better chance of identifying the top talent on their pipeline and only invite the best candidates to in-person interviews, saving time and improving the quality of hire.

Here are some examples of what recruiters can evaluate and analyse in one-way video interviews:

- Communication Skills
- Content of Answers
- Cultural Fit
- Thought Process/Enthusiasm
- Soft Skills
- Language skills
- Basic Requirements
- Candidate Appearance/Background Setting
- Overall Performance

But for this to work for both recruiters and candidates, there are some aspects that must be taken into consideration when implementing one-way video interviews in the recruitment process.

Check our guidelines to make the best use possible of pre-recorded video interviews in your recruitment:

## Choose a user-friendly video interview tool

To make the most of pre-recorded video interviews in your recruitment process you cannot simply send an email asking candidates to record themselves and email you their answers back. You need to make video interviews a seamless part of your recruitment process.

This means finding a video interview tool that you can integrate with your recruitment software, so that candidates feel they are participating in a unified process and recruiters have only one access point to all the candidates' information. Also, when choosing such tool, it's of the utmost importance to look for a software that is user-friendly for both recruiters and candidates.

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## Define at which point of the recruitment process you will use the pre-recorded video interview

It is important to define when should the one-way video interview be used. Should every candidate that applies with CV for a position immediately answer the interview questions? What if someone doesn't match at all the job requirements in terms of education and experience? Will it make sense, in that case, to lose time reviewing the interview? After analysing these aspects, you must define at what stage of the recruitment cycle and for which candidates must the pre-recorded video interview be solicited.

## Set a structured interview process

Provide every candidate with the same predetermined set of interview questions for a specific position, so you can evaluate candidates equally against the required and desired criteria. This means that every candidate is asked the same questions and is given the same assessment.

By using a structured interview process and evaluating all answers with the same criteria you have a better chance at objectively identifying the candidates that best fit in terms of skills and culture, ensuring a more diverse recruiting process as well.

## Provide the best candidate experience

Using the pre-recorded video interviews as a step of your recruitment process will cause an impact on your candidates, for sure. Your company will be perceived by the candidates as being innovative and challenging, but for that perception to stand by the end of the process, it is important to ensure that the one-way video interview step is easy to complete.

Aside from choosing the best tool, you yourself must test the process so that adjustments can be made for the video interview to work seamlessly. Moreover, it is important to provide candidates with a tutorial or a list of FAQs. If they are unfamiliar with this process, it will help them calm down and feel more comfortable during the interview.

## Leverage collaborative hiring

Collaborative hiring helps in making fairer and more diverse hiring decisions. Additionally, it boosts recruitment productivity and speeds up the whole process. With the right recruitment software, you can assemble standardised candidate profiles according to their video interview. You can also easily share them with other recruiters and hiring managers so that they too can review and evaluate candidates, promoting collaborative decisions within the [team](#).

# CONCLUSION

Using one-way video interviews in the recruitment process is mandatory if you want to improve your company's chances to compete for the best talents. This new recruitment tool brings recruiters many advantages and can revolutionise the way they attract, screen and hire new employees.

With one-way video interviews, recruiters can screen more candidates, make better assessments and take less time. Having the ability to perform a better evaluation of the candidates early in the process and to screen out those that are not suitable at all is key to quickly identify and engage with the top talents in your pipeline.

However, pre-recorded video interviews must be used wisely. Many potential candidates don't have previous experience with this type of interviewing technology and need your support to have the best candidate experience.

To ensure that candidates succeed when performing the one-way video interview, it is important to make sure your company is using the right recruitment software and that the video interview step is well integrated into the application process.

Moreover, candidates must be provided with the support and guidance they need to familiarise themselves with this interview method, avoiding any technical difficulties, so that they are able to give their best interview.

## About skeeled

skeeled helps companies hire the right people faster with an artificial intelligence-based recruitment software.

Our mission is to bring to the job market the most modern and innovative hiring process with a new approach towards how candidates apply and how recruiters can be supported.

We offer an all-in-one, online software that digitalises and automates the first steps of the recruitment process, saving recruiters a great amount of time and allowing them to focus on the best talent.

Our solution is modular and flexible according to your needs. Our innovative technology includes great features such as automated publishing of job offers, automated CV screening, personality evaluation assessment, structured video interviews, collaborative commenting tools, advanced tracking functionalities and many other.

*From corporations to small businesses,  
recruitment teams love working with **skeeled**.*





## HIRE THE RIGHT PEOPLE FASTER

*With Artificial Intelligence Based Recruitment Software*



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