

10 reasons why on-demand Video Interviewing improves the recruitment process

While Video Interviewing (VI) is not a replacement for traditional face to face interviews, used in the early stages of talent acquisition, it's a powerful tool. Here are ten ways on-demand VI delivers big on efficiency throughout your recruitment process.



1 - Reduces time-to-hire

Today's candidates want a pleasing and effortless hiring experience, and many applicants simply drop out because of lengthy delays due to scheduling conflicts. With fierce competition for top talent, using VI in the early stages of your recruitment process lets you engage with candidates much sooner, ultimately allowing you to move to shortlisted candidates and arrange live interviews without delay.



2 - Eliminates the need to interview unsuitable candidates

A key benefit of VI is you get to eliminate unsuitable candidates as early in the process as possible. With a video interview, you can assess a candidate's suitability quickly, ensuring no time is wasted on face to face interviews for both the hiring manager and the candidate. With large talent pools, it's just as important to efficiently filter out the wrong candidates as it is to find the right ones.



3 - Increased opportunities for employer branding

VI offers multiple opportunities to showcase your employer brand and workplace experience for candidates. It not only keeps your organisation top-of-mind, it connects candidates emotionally to your organisation sooner. Branded videos in a fully branded candidate portal to showcase your company culture, values and the actual work environment, also adds to the candidate experience.



4 - Supports greater efficiencies

Taking advantage of VI to screen your candidates can save you weeks in the hiring process. When it comes to high volume hiring, you would need over two days to phone screen 50 applicants when you can only do on average three 20 minutes screens in an hour. And this is not counting the time involved in scheduling and rescheduling the calls. Using on-demand video screening, you can easily get through ten in an hour. So, you can conservatively expect to get through your 50 evaluations in half a day. This translates to big financial savings, particularly when the position you are interviewing for is a critical need that is vacant.



5 - Supports multiple reviewers

Recording candidates' answers to pre-set questions enables multiple people in multiple locations within the company to review the candidate. This allows for a broader range of opinions to be voiced on a candidate before the candidate is shortlisted for face-to-face interviews. Senior decision makers can also be involved along the way without the need to sit in on every interview.



6 - Minimises inconsistencies in screening process

With on-demand VI, there's greater standardisation among interview questions. This means candidates consistently answer the same questions, allowing you to assess each candidate objectively.



7 - More convenience for candidates and hiring managers

VI allows candidates to complete the interviews when it suits them, removing scheduling needs. With on-demand video interviews, candidates don't have to take time out to attend the phone screen at a pre-determined time. Likewise, for hiring managers, there's no scheduling needs for multiple people in the hiring team, and each manager can review the responses at a convenient time.



8 - Optimises the candidate experience

While optimising the candidate experience has become a growing cost of hire for many employers, on-demand video interviews offer the edge in candidate experience without the need to fund costly website upgrade and sophisticated applicant tracking technology



9 - Yields more qualified candidates

The ability to video interview more qualified talent during the early phases of the hiring process translates into more qualified candidates to choose from for the final face to face interviews. On-demand video interviews also allow for greater insight into the candidate than can be achieved through a traditional phone screen.



10 - Gives access a greater talent pool

On-demand VI embedded in talent acquisition workflows allows recruiters and hiring managers to consider candidates they otherwise might have passed on due to their location.

Simple and effective

Being able to connect with candidates using video technology is a simple but effective way to save your company time and money during the recruiting process. Using on-demand video also helps to ensure your candidate experience is smooth and memorable for all the right reasons.

Using this technology within your hiring processes can play a big role in improving your employer brand and ensuring your organisation is able to find and identify top talent, quickly and efficiently.

For competitive advantage, make sure your candidates have an amazing hiring experience with Alcami Interactive, the on-demand VI platform enables you to reduce time-to-hire, save money on the recruiting process, and more easily connect with top talent. Contact Alcami Interactive today to learn more.

About Alcami Interactive

Alcami Interactive is a leading on-demand VI technology company that helps emerging, mid-market, and enterprise companies recruit top talent simply and efficiently. Our cloud-based application accelerates the recruitment process by enabling recruiters and hiring managers to screen a large number of candidates by seeing and listening to candidates' responses to pre-set questions. Headquartered in Sydney, Alcami Interactive has a growing list of customers, including some of Australia's leading employers. Contact Alcami Interactive today to learn more.