



alcami
interactive

On-demand Video Interviewing emerging as *the* solution to major hiring challenges

Lights! Camera! Action!

With significant improvements in internet speeds and the major advancements in smart phone technology, Video has become an integral part of our daily lives. It's become the norm, not the exception in the way we communicate, consume news, watch sports and entertainment.

Video Interviewing Technology:

It's also changing the way companies manage the screening of applicants in their recruitment process with many focussing on how they can achieve greater efficiencies in this traditionally labour intensive step. At Alcami Interactive we are experiencing considerable uptake from internal recruitment functions for our on-demand video interviewing platform and it all boils down to 3 key facts:



1

Improves
time-to-hire



2

Reduces recruitment
costs



3

Improves
talent quality

Video Online

The rapid upsurge in online video content is one of the true markers of the digital age. YouTube has over a billion users, almost one-third of all people on the internet. For businesses, video marketing is playing a larger role in customer acquisition and engagement with consumers preferring to watch a video about a product rather than reading about it.

According to one study, 'How Brands Can Leverage The Insatiable Demand For Video Content', 63% of consumers say companies that use video know how to reach their customers.

Video has established itself as a really valuable tool for assessing the demand and supply of the employee talent pool. With unemployment at record lows (effectively full employment for most roles) employers need to be able to move quickly in making their hiring decisions to secure the best talent.

Achieve greater efficiencies in your screening process - Video screen 50 applicants in the time it takes to phone screen 15

It is also emerging as the key tool to address candidate experience and employer brand challenges. Video enables a more compelling candidate experience at the same time as immersing candidates in the employer brand.

For the candidate, videos provide a meaningful sense of a workplace's culture as they embark on the application process, helping filter out those who don't see themselves as a good fit.

For a hiring manager, it delivers big efficiencies.

Video Interviewing: Helping hiring managers reduce time to hire, yield more qualified candidates and support a more consistent screening process

Screening challenge

While the screening process is arguably a critical stage of the hiring process, for hiring managers, identifying the right candidates from a large applicant pool can be challenging.

In many organisations bureaucracy also impedes the candidate review and approval process, ultimately slowing down decisions. Yet, long hiring processes not only cost time and money, they turn top talent away.

Overcoming these challenges, on-demand video interviewing technology is fast becoming a critical need in every hiring manager's tool box. The technology significantly speeds up the screening process while allowing employers to screen a larger number of candidates in a more efficient way.

On-demand Video Interviews significantly reduce valuable time spent on the 'wrong fit' candidates

As a one-way process, candidates don't need to be scheduled for a call, nor do they need to find a quiet place where they can take the call privately. They are simply presented with questions on screen which they can answer at their own convenience. Recorded interview questions give candidates more time to understand each question and form their optimal response. So, they should be able to answer a question like, 'tell us why you want to work for us', in the most eloquent way.

For the employer it's like an 'interview at a glance' where they can still see the candidate face-to face but get more out of the screening process than a standard telephone screen. The hiring team can spend as much or as little time as they like viewing each response. They can then collaborate to assess each candidate, rejecting or shortlisting them as appropriate. In simple terms, on-demand video interviews allow hiring managers to spend very little time on the wrong fit candidates.

For any organisation involved in volume recruitment – from law firms recruiting Graduates to retailers hiring Christmas casuals – on-demand video interviews dramatically improve efficiencies in the recruitment process

Big impact on recruitment cycle

According to Deloitte's 2017 Global Human Capital Trends report, video interviewing is already having a big impact on the recruitment cycle for many firms. Hilton is referenced in the report as having slashed its recruiting cycle from six weeks to just five days using video interviewing. Meanwhile global health service company Cigna cut its travel expenses for recruiters from \$1 million a year, to under \$100,000.

And while these numbers make for great headlines, every business can slash the time it takes to screen candidates by replacing phone screens with on-demand video interviews. In the time it takes you to do three 20-minute phone screening interviews, you could have viewed and rated at least ten, 5-minute video interviews.

Already, many of Australia's leading employers are tapping into the technology. Along with KPMG, firms such as Deloitte, The Commonwealth Bank of Australia, Suncorp, NAB and General Pants Co, are leading the way and using digital technologies to connect with candidates and strengthen their employer brand.

Any organisation involved in volume recruitment – from law firms recruiting graduates to retailers hiring Christmas casuals – the ability to tap into on-demand video interviews can dramatically improve efficiencies in the recruitment process, and at the same time, improve the quality of the candidate experience.

Long hiring processes not only cost time and money, they can turn top talent away

Eliminate recruiter bias

On a practical level, on-demand video interviewing ensures each person is being asked the same questions, removing any variation from the interview process. The entire hiring committee is able to watch the video responses, review and discuss candidates, all on one platform, keeping everyone on the same page and eliminating recruiter bias.

Being able to review candidate's recorded video interviews more than once allows you to compare how each candidate has answered the same question, and have colleagues review interviews to give you a fresh perspective.

But it's not just an efficient way of filtering candidates out. A video interviewing platform allows you to share information with successful candidates about next steps and what to expect as they prepare for their interview. Hiring managers are able to focus their time on those candidates who are most likely to be hired. Candidates are more likely to engage in a video interview that doesn't require them to sneak out of work or travel across town as a convenience, and as such view the company offering them in a positive light.

Hiring managers are able to focus their time on those candidates who are most likely to be hired

Simple and effective

Being able to connect with candidates using video technology is a simple and 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 video interviewing platform enables you to reduce time-to-hire, save money on the recruitment 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 video interviewing technology company helping 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.