

STAFFING'S ULTIMATE GUIDE TO VIDEO INTERVIEWING



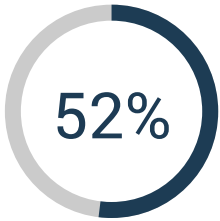
Presented by

SPARK HIRE 

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Introduction



In Bullhorn's [2018 North American Staffing & Recruiting Trends Report](#), 52% of firms anticipate an increase in tech spending. The three most important recruiting metrics are: fill rate, hit rate, and customer satisfaction.

Fill rate indicates how well you are filling your clients' open positions. The higher the fill rate, the better. Hit rate consists of your own conversion rate on the number of candidates you submit to your client. For both fill and hit rates, the higher the rate, the better your firm is performing.

Incorporating video elements into your recruiting process assists all these elements.

Video interviewing's presence in the recruiting process has grown in recent years. Single-person operations and large multi-location recruiting companies alike use it to screen candidates faster, better promote them to clients, fill openings faster, stand out from their competition, and earn more money.

In this comprehensive guide to video interviewing, we'll step through:

- what video interviewing is
- how it helps your firm
- methods of incorporating video interviewing into your process
- must-have features and
- your next steps towards making more placements, faster

The guide also includes a worksheets: Your Video Interviewing Checklist. Let's dive in:

What is Video Interviewing

The Evolution of Video Interviewing

In the beginning, there was the mother of all video communication: Skype. Then came FaceTime, Google Hangouts, and countless others. All fall under the same category: video chat platforms. Video chat has limitations. The biggest being that most are clunky and unreliable.

Another big limitation is they are only meant for personal use. Their infrastructure is not built specifically for your

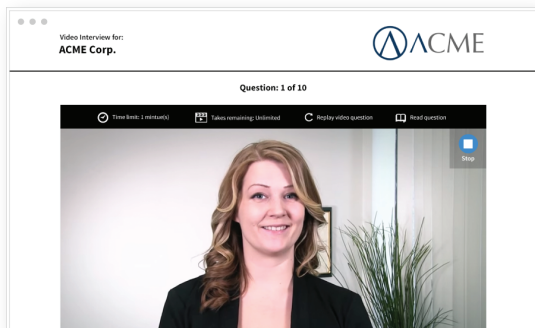
firm's needs. They also need a separate download for both parties.

The next step up was video conferencing. These corporate tools are great for team collaboration. Their screen sharing capabilities make them useful for remote team meetings, sales demonstrations, and webinars. But they are not built for recruiting.

Enter: video interviewing. Video interviewing is purpose-built for recruiting. The types, accompanying tools, support, and user experience are built for staffing pros and candidates.

Types of Video Interviews

There are two types of video interview: live and one-way. One-way interviews are unique to video interviewing platforms so we will discuss them first.



The One-Way

One-way interviews are, in a phrase, asynchronous video interviews.

➤ *When to use a one-way interview*

One-way video interviews are used for two purposes with staffing and recruiting firms. This type of interview is used as a screening tool and a marketing tool. When being used for screening, most firms ask candidates to complete one-way video interviews as a

replacement or complementary to a phone screen. As a marketing tool, these videos become polished candidate commercials.

➤ *How does it work?*

You'll create a list of questions to be presented to your candidates. For each question, you can adjust variables like:

Time Limit: the maximum duration of a candidate's answer

Think Time: how long can a candidate think about their answer before recording

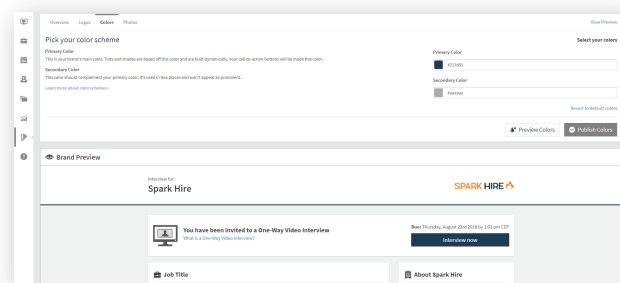
Take Allotment: the number of times can a candidate re-record

Question type: questions can be delivered by text on the interviewee's screen or through video

These variables should be used strategically. As video interviewing is new to you and your candidates, give candidates time to adjust to this new method of interviewing. Accomplish this by beginning the interview with unlimited takes and think time before decreasing takes to get more top of mind answers.

Once you have set up your one-way interview, you'll invite candidates to complete the interview through the platform or by sending them a link.

When a candidate receives the invitation from you, they'll go through a branded experience that includes your logo and colors. Top-tier platforms also include intro and outro videos before and after candidates complete their interview, allowing you to introduce yourself and thank candidates for completing the interview.



A well-thought-out platform will guide candidates through a test question before the interview begins. Look for this test question to provide unlimited takes and playback. This allows candidates to confirm their hardware works and get used to the interview format before starting on your questions.

After that test question, candidates record themselves, selfie-style, answering the questions. Typically, they can choose complete their one-way interview on their webcam or mobile device. You will get email notifications when candidates complete their video interviews.

The email notification prompts you to review candidate responses. Video interviewing platforms should allow you to review a candidate's one-way interview question by question. When you set up the interview to warm candidates up to video interviewing with less strict variables at the beginning, you can skip past warm-up questions to assess the most critical questions first.

If you approve of the candidate's responses, you can pass the interview to colleagues for their feedback. The team can rate and comment on each question individually without seeing others feedback. This allows your team to create opinions without being swayed by other colleagues.

Candidate Commercials

Once you've developed a short list of candidate video interviews, the best video interview platforms will allow you to leverage your completed interviews as a marketing tool to your clients. This can be done through a shortlist of video interviews shared with a link. These "share links" present video interviews on a professional, custom branded page using your logo and colors.

Share links can include settings to abbreviate candidates' names, disable feedback, add and remove interviews, and expire. These links should be flexible, allowing the creator to share one interview or multiple interviews in a candidate showcase. Look for the link to allow your clients to rate and comment on the interviews without seeing other reviewers' comments and ratings. Like when sharing with colleagues, the interview should be able to be evaluated question-by-question.

★ **Bonus Tip:** Top-tier staffing firms will bring in their most qualified candidates to complete a one-way interview on-site so they can control the background, coach candidates on their responses, and ensure the highest quality for their client-facing interviews.

Video interviews allow your candidates to sell themselves to your client. Instead of simply handing off a resume with phone screen notes, video interviews allow you to let candidates speak for themselves. This helps clients assess your candidates more accurately, as the person they see on video is more realistic to the candidate they bring in their offices.

The Live Interview

A live interview is a face-to-face interview on video. It's similar to a Skype interview, with some major upgrades. This type of interview allows you to connect with your candidates in real-time on video. These live conversations are automatically recorded.

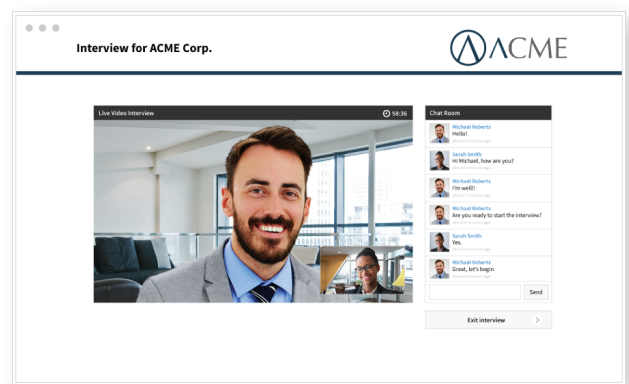
➤ *When is it used in the recruiting process?*

Live video interviews are used less frequently than one-way video interviews as it takes more time for a member of your team to interview the candidate than to complete a one-way interview. In most cases, live video interviews are used right after a phone screen or one-way interview. As this is still early in the process, live interviews allow you to connect face-to-face with candidates, without spending money flying them to your office.

➤ *How does it work?*

When a candidate reaches the live interview step of your process you'll schedule a time to connect on the platform. (Consider using [scheduling software](#) to eliminate the back-and-forth email chain that comes with comparing calendars.) You can then email an invitation to the candidate through the video interviewing platform.

At the time of the live interview, you and your candidate will join a live interview room. Your connections are secured and branded with your firm's colors and logo. From there, you can ask questions just as you would in an in-person interview. When the interview is complete, the recording is available for your review. Just like a one-way interview, live interviews are also shareable with your team and clients.



How does Video Interviewing Help Me?

Built for Recruiting

Compared to its predecessors, video interviewing is purpose-built for recruiting. This means the design and supporting features of video interviewing platforms are created to be used by you, your team, and your clients. Video interviewing's purpose creates many benefits for its users.

Access Anytime, Anywhere

Video interviewing is cloud-based. This means there is no software to download. And unlike video chat options, nobody is added to a contact list, and there are no embarrassing "I made this in middle school" usernames.

When your video interviews live in the cloud, you, your team, and your clients can access them from anywhere with an internet connection. You can use a mobile app to review interviews on the go or reject from your desk. This is also advantageous for your candidates. They can record their interviews at home or attract your attention with awesome scenery behind them on the mobile app. Recruiting on-the-go allows you to respond to candidates' completed interviews quickly, which means you fill roles faster.

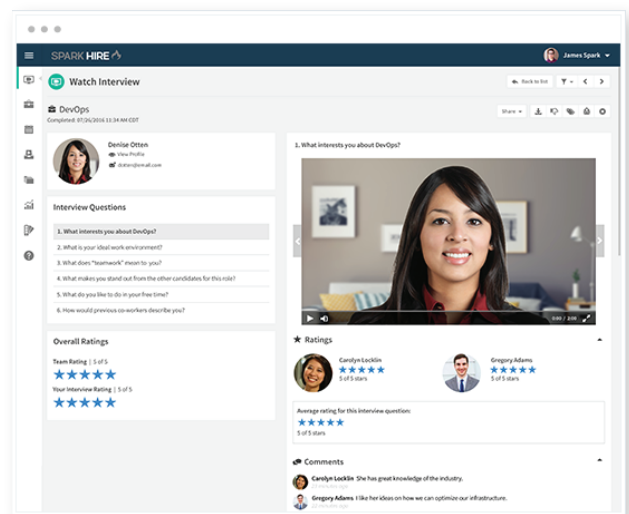
Advanced Collaboration

The crème de la crème of video interviewing platforms are the features developed specifically for the recruiting process. They do this because it makes hiring easier and more accurate for you, your team, and your clients. These features help you save time and foster better interview evaluation. Examples of evaluation and collaboration features include:

- No login required sharing of video interviews with clients in one click
- Receiving emails when clients watch and review interviews
- Rating interviews on a 5-star scale
- Commenting/adding notes on interviews
- Organizing interviews with tags
- Documenting rejection reasons and send rejection emails

Candidate Experience

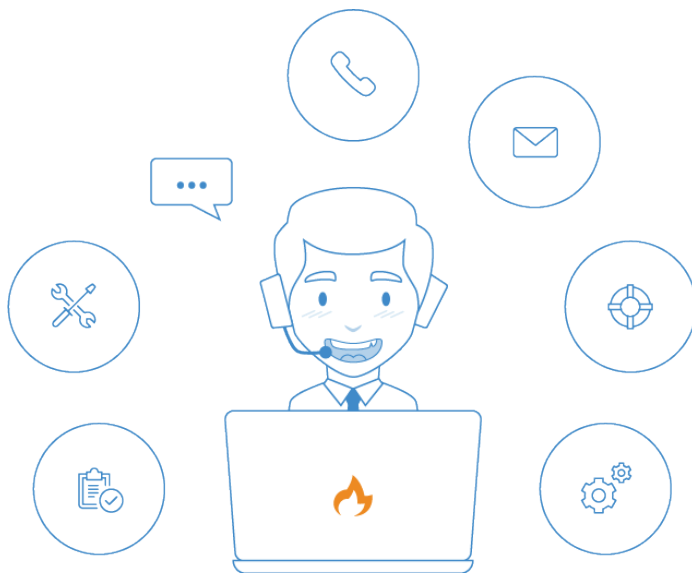
On a video interviewing platform, you have any time access to candidates' interviews, and candidates complete their



interviews when it works best for them. Pair easy access with your clients' ability to accept and reject your candidates faster through share links and you have a recipe for an invigorated, responsive candidate experience.

Getting your candidates on video allows you re-use their interview with to market to multiple clients, if the first client does not work out. Using video interviews, you present a more complete picture of your candidate. And compared to the flat resume your competitors submit, your firm stands out as proactive and of higher quality.

When it comes to supporting your candidates, expect your video interviewing platform to provide you with a plethora of candidate resources. The video interviewing platform's candidate resources should include what makes video interviews advantageous for candidates, step-by-step instructions to complete the interview, tips to make them stand out in their video interview, and technical support as needed.



Technical Support

Technical support is a key differentiator from video chat solutions. Video interviewing platforms have dedicated technical support teams assisting both you and your candidates. For candidates, technical support should be easy to access 24/7, just like their video interview itself. If your candidates require assistance, technical support guides candidates through the whole interviewing process. This way, you can focus on reviewing their video answers rather than playing technical support.

You and your team should also have access to 24x7 technical support. One step further, you should also have an account manager training you and your team on the platform and best practices. Your video

interviewing platform might even have proactive support in place. Proactive support means your account manager checks in on your account to ensure you are having the most video interviewing success possible. Additionally, they pass along new resources to further improve your recruiting process outside of video interviews and keep you in the loop about new features on the platform.

Another example of proactive support comes when you schedule a live interview. When scheduled, your video interviewing platform should reach out to both you and the candidate for a complimentary test interview to ensure everything goes smoothly for the actual interview.

Focus on Qualified Candidates

The pillar of video interviewing is its efficiency. Platforms allow you to get a better look at candidates earlier in the

recruiting process and more effectively market them to clients. You will also see a drastic reduction in interviewing time spent on unsuited candidates. The pain of bad in-person interviews is felt whether you are in a state of high-volume hiring or working to fill a single position.

During times of higher business, your days can be entirely consumed with phone screens and in-person interviews. Going question-by question through a one-way video interview allows you to skip straight to crucial questions and determine if candidates are qualified and a good fit for your clients' position. If they are not, rejection management allows you to notify candidates personally and quickly and move on to the next video interview. When you find a qualified candidate, you can examine their full video interview and quickly shortlist them with tagging and [sharing](#) features for collaboration from your team and clients.

When focusing on a single position, skills beyond the resume are crucial but cultural fit is hard to read over the phone. On a video interview, you get a more comprehensive look at your candidates and it is easier to pick up on how they might fit into your client's organization. This comprehensive interview option allows you to invite in candidates with all-important cultural fit to your client's organization.

Depending on your industry concentration, you may be wondering if video interviewing is the right fit for your firm. Let's find out.

Video Interviewing is for...

The driven staffing professional. Whether you're backed by a rockstar team or flying solo, you have the best of intentions to fill your clients' needs quickly. You are investigating new technology to help you stand out against other staffing firms, create new business, and better satisfy your customers.

Maybe one of your clients has requested you use video interviews for their candidates. You want to better understand how it might help you and your team. You know your firm would see huge ROI from a faster and more collaborative vetting process if you could make it happen.

So what you're really asking is...

➤ ***Is video interviewing right for your firm?***

The short answer: YES!

If you...

- Have a client requesting the use of video interviews
- Want to get a leg up on your competition
- Looking for ways to stand out and reinforce your brand

- Conducting time-consuming phone screens
- Working to improve your submit-to-hire time
- Receiving a large number of applicants and resumes
- Experiencing bad or unqualified interviews
- Struggling to identify candidates with good cultural fit
- Recruiting candidates from different locations
- Collaborating with a virtual recruiting team
- Using unreliable video chat or conferencing

...then video interviewing can be used at your staffing firm.



Video Interviewing Myths

There are some myths surrounding video interviewing we need to bust before going any further.

“Doesn’t seeing candidates on video foster discrimination?”

This is perhaps the most common hurdle for video interviewing.

The threat of non-compliance scares recruiting firms and clients alike when examining new recruiting technologies. Careful research and assessment prove video interviewing is not inherently discriminatory.

The EEOC has in fact ruled twice on video interviewing. The [first in 2004](#) and the [second in 2010](#). Legislation cited in the rulings include Title VII of the Civil Rights Act of 1969 and Title 1 of the Americans with Disabilities Act.

It is legal for employers to learn the gender, race, and ethnicity of candidates before interviews. This statute proves video interviewing’s legality.

To quote the 2010 ruling,



The EEO laws do not expressly prohibit the use of specific technologies or methods for selecting employees, and therefore do not prohibit the use of video resumes. The key question under the EEO laws is how the selection tools are used.

The bottom line: video interviews do not discriminate between applicants. Organizations must put rules in place to avoid discrimination no matter the interview form. The type of interview: video, phone, or in person, doesn’t matter.

“But video interviewing is only for non-local candidates.”

Video *chat* was used for non-local candidates. This was video's first foray into staffing organizations. One-way interviews sit before a one-on-one interview, so it makes more sense to think of one-way interviews more like a paper screen. On a paper screen, a candidate's location is not relevant. In this light, both local and non-local candidates can complete a one-way interview.

Additionally, one-way interviews and recordings of live interviews, are easily used to professionally present your candidates to clients and stand out against other staffing firms.

Video *interviewing* allows organizations to interview more candidates in less time. You and your clients gain more insights with video interviews because the features and platform are built for recruiting.

“We/our clients meet all our candidates in person.”

Video interviewing, even live interviews, do not have to be a replacement for in-person interviews. They can help you **before** you meet your applicants in a few ways:

1. Be more effective with your in-person interviews
2. Make better decisions about the candidates you invite into the office, and
3. Provide more context for clients.

Instead of replacing in-person interviews, video interviews create higher quality in-person interviews. Your video interview saves your clients time because they can pick and choose which candidates they bring in for in-person interviews.

“Video interviewing isn't good for the roles I recruit for.”

When we started Spark Hire, we thought the same thing! Initially, we promoted Spark Hire for customer-facing roles, like sales. Since then, customers continue to surprise us with their application of video interviewing. Now, firms are using video interviews for executive search, IT, and even light industrial clients.

Implementing Video Interviewing

Now that you know a little bit more about how video interviewing works, what does it look like in practice? Here are five firms who have created massive efficiencies in their process with video interviewing:

Agility HR Group

Background: Agility HR Group works predominantly with CEOs, HR leaders, and hiring managers, so they needed a tool that would help them save their clients time during the recruiting process. The team wanted to eliminate their clients' need to spend countless hours trying to find the perfect candidate.

Process: We cannot disclose the secrets of Agility's process with video interviews, but we can tell you the results.

Result: Video interviewing has become their Account Executives' differentiator and a key selling point for their services. Since implementing Spark Hire, their billing increased 300% in one year and their submit-to-hire ratio improved from 3:1 to 2:1. Video interviewing is so well-liked by their clients, it is requested by name.



Altara



Challenge: The Altara Group brings in 15,000 applicants per year. With that influx of candidates, their team needed to save time and resources, without losing insight on each applicant's strengths. They also wanted to add flexibility to their recruiting process.

Process: Before video interviewing, candidates would participate in a phone screen with a member of the Altara team. Sometimes, candidates needed to participate in multiple phone screens, consuming valuable time for both candidates and staff.

Result: Once video interviewing was implemented, the team could more confidently identify which candidates would best fit their clients' needs. This process improvement increased their submit-to-hire ratio by 80% and placement speed by 50%. The shift to video interviewing benefits more than just the internal team. Their candidates are able to complete their interview whenever they wanted and felt less pressured to come up with perfect answers on the spot.

Connect Restaurant Services

Challenge: In order to expand operations beyond their base in Dallas, Texas, Connect Restaurant Services needed to better connect with candidates and clients alike.

Process: Video interviewing allows the Connect Restaurant Services to adequately screen and interview candidates nationwide. They get a true look at their candidates' personalities and are better equipped to promote their candidates to clients across the country.



Result: Video interviewing allows Connect Restaurant Services to deem if candidates are comfortable with their appearance - one of the secrets to the hospitality industry - and creates a small, but powerful, investment of time from the candidates. Once they put a few minutes into the process, Connect Restaurant Services sees a more engaged candidate throughout the recruitment process. Connect Restaurant Services' clients also like video interviewing because it showcases their candidates' passion beyond their resume.



ettain group

Challenge: ettain group's clients were looking for a different candidate submission process. Using video interviewing was a refreshing way of introducing candidates to a client.

Process: ettain group builds talent solutions for their clients, from identification, to attraction, selection and onboarding. They wanted a more polished, automatic, and easy-to-use way of presenting candidates to their clients.

Result: Using a [candidate showcase](#) feature, their clients have hired as many as 55 candidates in one day. They fill more client orders and differentiate themselves from their competitors through video interviewing, as results can be shared anytime and anywhere with clients and colleagues.

Snap Talent International

Challenge: The internal screening process at Snap Talent International was cumbersome, and the team wanted to stand out to their clients with more than just a resume.

Process: Before they started to use video interviews, candidates participated in a phone screen and face-to-face interview. During the meeting, candidates would complete a short video introduction to be shared with Snap Talent's clients. Now, for more junior roles, video interviewing replaces the face-to-face interview and can be passed along to clients.

Result: Snap Talent's turnaround increased dramatically. Between the phone screen and video interview, candidates are submitted to clients within 5-6 hours, and their success rate increased to over 85%, and retention grew to 95%. Because of the drastic improvement to their process, existing clients gave Snap Talent more job orders. Half their clients will not invite candidates in for interviews if they have not completed a video interview.



Must-Have Features in Your Video Interviewing Platform

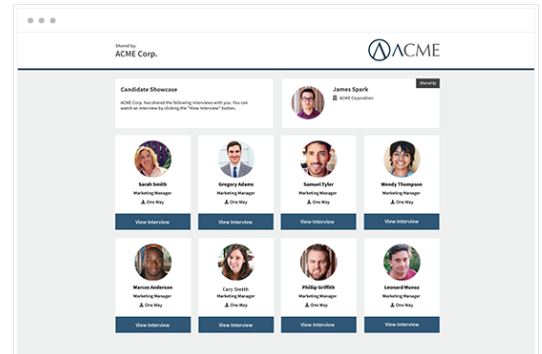
Video interviewing can revolutionize your recruiting process.

With thoughtful implementation, this way of interviewing improves your placement speed. It provides a better look at candidates earlier in the recruiting process allowing you to submit candidates faster and with more accuracy.

Video interviewing also improves your marketing to clients. You have the ability to quickly receive feedback on a candidate to provide a better-suited candidates or schedule an in-person interview. Receiving feedback helps you get a better idea of your clients' needs long-term to further improve your hiring accuracy.

All this enables you to continually increase your revenue, growth, and reputation with consistent, high-quality candidates.

To reap these benefits, you will want to keep in mind some video interviewing best practices.



Best Practice 1: Decide your video interviewing strategy

As with any new tool, how it is used is as crucial to good ROI as having it. Decide what video interviewing will look like within your recruiting process before selecting a provider. Important elements to consider include:

- ***What are your video interviewing goals?***

What aspect of video interviewing is your initial focus? Are you looking into it to use for a single client? Are you looking to stand out from your competitors when submitting candidates, or screen them better to find the best in less time?

No matter your goals, be sure they are clear. Use your goals to evaluate potential tools according to how they'll help those goals.

- ***Where will it fit in your process?***

Examine which steps of your process stand in the way of your goals. Identify the bottlenecks in your current operations. Think about how video interviewing can decrease the stranglehold bottlenecks create in your



day-to-day operations. Consider which types of video interviewing are most reflective of your organization's hiring brand.

- ***Who will spearhead the implementation?***

Decide who will “champion” your team's effort to begin using video interviewing. You might be the right person, as you're the one who downloaded and is reading through this guide. The ideal champion is a team member who has a thorough understanding of your organization's business operations and recruiting process.

- ***What is your ideal list of features?***

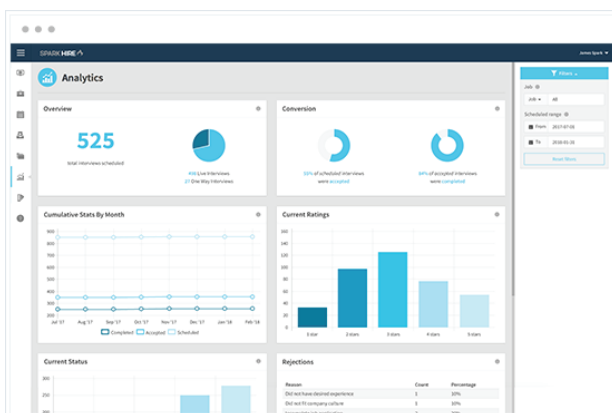
Features on video interviewing platforms come in two categories: customization and companion tools. Examples of video interview customizations include branding, sharing, ratings and comments, video questions, and take settings. Companion tools for video interviewing include video messaging and interview scheduling.

Based on your business operations and what you're evaluating in your candidates dictates the crucial features you seek.

- ***How will you measure results?***

Results must tie directly back to your video interviewing goal. If you're implementing video interviewing with a specific client, what has been your submit-to-hire ratio? What was the time from application to submission to client? How much time did your team spend with the candidate and evaluating them? Compare this to your metrics before launching video interviews.

If you're implementing video interviewing across your whole organization, test it out first with open-minded clients, and keep in mind any new initiative requires iteration. Your first video interviews may not see the best returns but learn from your video interviewing account manager and your team to iron out the kinks in your process.



Best Practice 2: Analyze feedback and assess metrics

Once you decide on your video interviewing platform, determine an assessment time frame. This could be two weeks if you choose an easy-to-use platform, or a couple months if you sign a binding contract. Either way, use this time to assess what team members think of video interviewing. Determine if there is a better way to use it in your process and if you need more time for implementation. Your video interviewing account manager may also have the best

practices for your platform of choice. Most the time, their best practices are battle and time-tested. So following

those should provide you with the best results.

Best Practice 3: Keep the process personal

Recruiting firms that get them most out of their video interviews are the ones that invest in making it a personalized experience. Including personalized invitations, a video introduction and pictures, video questions, and where candidates can get help shows candidates you are involved in their video interviewing experience.

Get your internal team and clients involved in the process by bookending the video interview experience with their videos. These can include a thank-you for participating in the video interview, and how it helps them as a candidate.



Video interviews allow candidates to get comfortable, practice, and put their best video forward. You and your candidates will no longer have to squeeze a phone screen in at an inopportune time. Your clients get to know candidates better through a video interview, leading to more placements, better in-person interviews, and an increased retention rate.

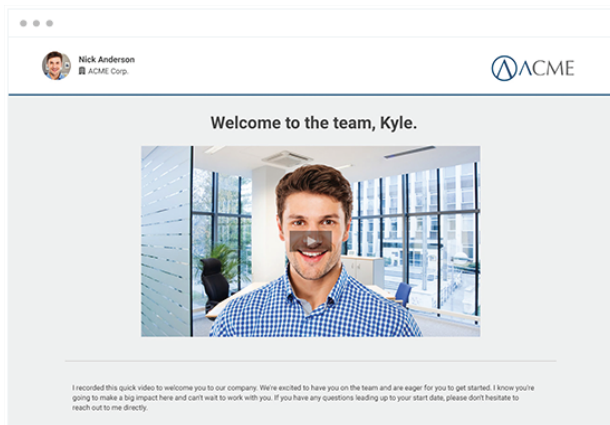
Choosing the Right Video Interviewing Platform for Your Firm

There are several video interviewing providers but picking the best one doesn't have to be overwhelming. Best practices focus on what you want from video interviews. When you evaluate providers, use best practices (and [this handy checklist](#)) to identify the platform of best fit. Let's discuss which features are most likely to help you towards your video interviewing goals:

Look for proactive support

Video interviewing is a new concept, and there's a lot of jargon. The availability of both technical and customer support is crucial to your video interviewing success. Technical support should be available on all plans, to both your team and your candidates. Contacting technical support should be easy to find, and available 24/7. This allows candidates and your team to resolve issues night or day, no matter your location.

Customer support should be well-versed in most use cases of their platform. They should know what results are normal, help put in place best practices and assist in creating buy-in with your team. Your account manager should review your account regularly. They should suggest points of improvements without prompting. They should offer to train all other members of your team on the platform at any point.



Ease of use is key

Video interviewing can be intimidating. Any time your brand is at stake, making a mistake is scary! A clear, easy-to-use platform and training by your account manager keeps you from making errors. There are a few easy ways to check if a video interviewing platform is truly easy to use.

A platform designed for its users builds tools around video interviewing hiring teams will actually use. They don't focus on the next big thing. Instead, they listen to their customers and build features that assist in their process. Your video

interviewing platform should focus on enhancing the recruiting process, not attempting to replace recruiter intuition.

An easy to use platform makes implementation of your video interviewing strategy easy. A simple learning curve leads to a quicker realized return on your investment. The faster you implement your video interviewing platform of choice, the sooner you can see how your candidates present themselves.

You can also investigate ease of use before signing up with a video interviewing provider. Look on impartial review sites like Capterra and G2 Crowd for customer reviews and on platforms' websites for customer testimonials.

Your Next Steps To Make More Placements, Faster

With video interviews, you can make better placements faster. Candidates who might have a lackluster resume shine on video. Upon completion, you can share interviews with everyone involved with the client. Their feedback is organized all in one easy to understand place where you can determine if the candidate fits your clients' needs.

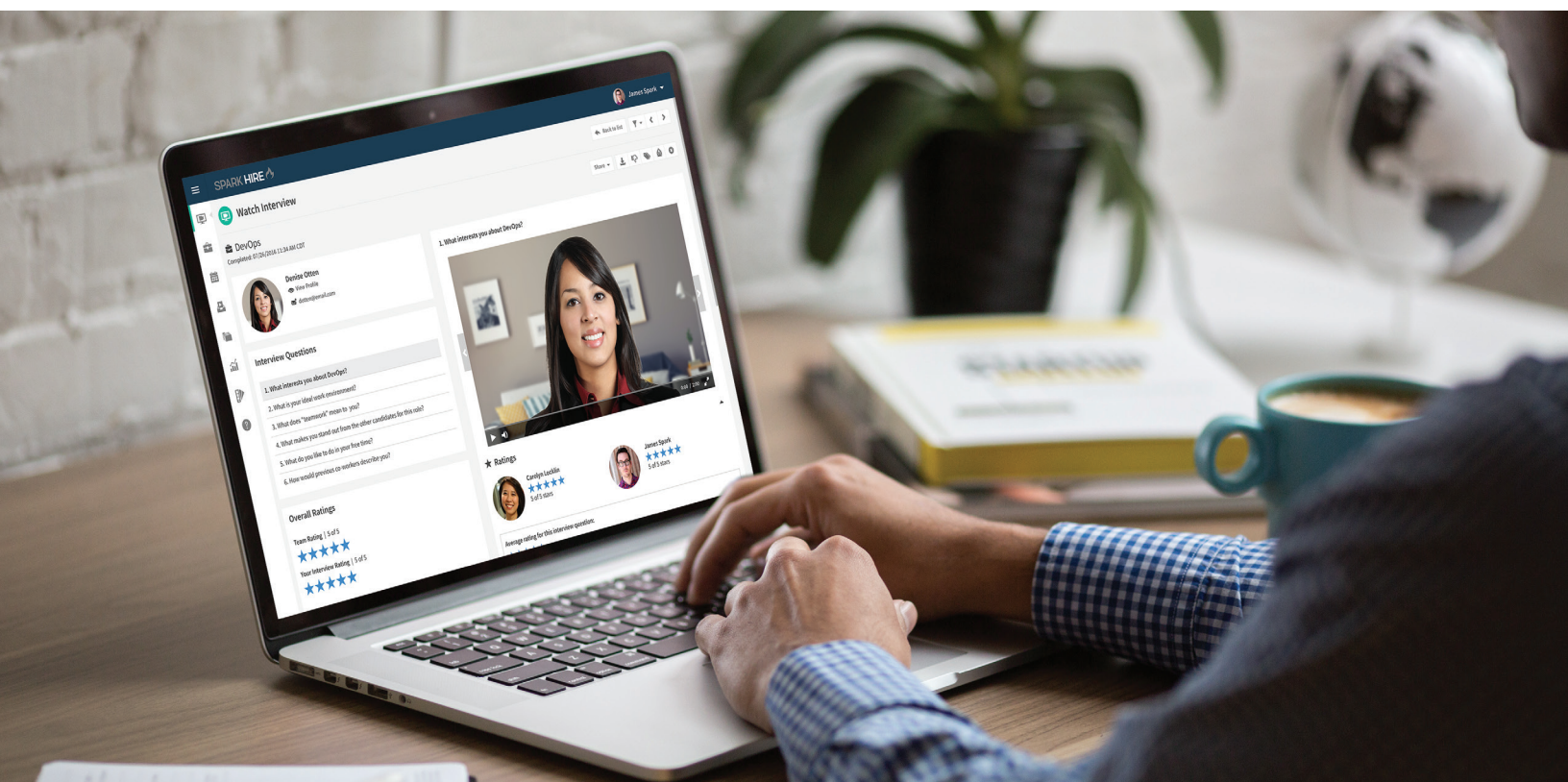
Video interviews allow you to end bad in-person interviews. Phone screens do not show you how candidates conduct themselves in person. And resume screens do not show the whole picture of candidates. Creating a solid strategy, and understanding and adjusting your approach to video interviewing determines your success. You'll have happier clients, recruiters, colleagues, and executives. Video interviewing allows you to recruit better candidates who fit more accurately into your clients' organizations.

You will stand out from other firms as modern, responsive, and efficient. You show your attentiveness to and respect of candidates, clients, and their time. Your team is built on its ability to fill job orders, so why not leverage every tool possible to find the best candidate possible?

Now that you've considered what goes into a great video interviewing platform, [consider Spark Hire](#).

Make more placements in less time with video interviews.

REQUEST A LIVE DEMO



Spark Hire is an easy-to-use video interviewing platform with 4,000+ customers conducting video interviews in over 100 countries. Since launching in 2012, Spark Hire has become the fastest-growing video interviewing platform.

600+ staffing and recruiting firms of all sizes use Spark Hire to efficiently connect with their candidates and improve how these candidates are marketed to their clients. The result is a distinct competitive advantage, more placements, and increased revenue. Through verified customer reviews, Spark Hire achieved Video Interviewing Leader in Summer 2018 with G2 Crowd. Pricing for unlimited video interviews starts as low as \$99 per month with no contracts and no setup fees.

Appendix

Once you identify the best video interviewing platform for your organization, use the following worksheet to achieve video interviewing success.

Your Video Interviewing Checklist

☐ **Come up with a goal.**

- ☐ Define the problem are you trying to solve
- ☐ Ask: What do you hope to get out of a video interviewing platform?

☐ **Define a strategy.**

- ☐ Determine where video interviewing fits within your process.
- ☐ Assign roles and responsibilities for implementation.
- ☐ Personalize the process for your candidates.

☐ **Go all in on a limited scale.**

- ☐ Test video interviewing with a few clients at first.
- ☐ Get buy-in from your team.

☐ **Inform your candidates.**

- ☐ Explain why you use video interviews, how it benefits them, and where it is within your recruiting process.

☐ **Inform your clients.**

- ☐ Announce video interviewing to your clients.
- ☐ Explain why you use video interviews, how it benefits them, and where it is within your recruiting process.
- ☐ Leverage video interviewing as a competitive advantage of your firm.

☐ **Identify areas for improvement.**

- ☐ Compile analytics, candidate feedback, and input from your team and clients.
- ☐ Analyze what aspects worked best and were least effective.

☐ **Refine strategy, make it repeatable, and grow.**

- ☐ Sustain best practices.
- ☐ Standardize the process for all roles.
- ☐ Adjust your approach with the least effective elements.