

The Ultimate Guide to Video Interviewing



Presented by

SPARK HIRE 

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Introduction

HR pros always look towards improving their quality of hire. And yet at the same time, most would be happy to inform their peers of a shortened time-to-hire as well.

These goals appear to conflict, but incorporating video into your hiring process achieves both ends.

Video interviewing's presence in the hiring process has expanded dramatically in recent years. Organizations of all sizes, from small businesses to international corporations, use it to improve their candidate pool **and** their time-to-hire.

Saving time and money? Awesome. Doing so with better hiring decisions? Even. Better..

But getting started with new technology? Not nearly as much fun.

But implementing video interviewing is easy!

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

- what video interviewing is
- why it's important
- methods of incorporating video interviewing into your process
- must-have features and
- your next steps towards video interviewing success

The guide also includes two worksheets: The Do's and Don'ts of Video Interviewing and 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 for sustained, long

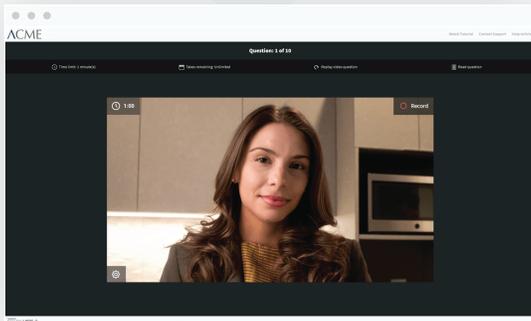
conversations. They also need a separate download for both parties.

The next step up was video conferencing. These enterprise-level tools, like Microsoft Teams and Zoom, are great for team collaboration. Their screen sharing capabilities make them useful for remote team meetings, sales demonstrations, and webinars. But they are not purpose-built for recruitment.

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

Types of Video Interview

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*

Typically, one-way video interviews are used early in the hiring process. Most organizations ask candidates to complete one-way video interviews as a replacement or compliment to a phone screen.

> *How does it work?*

You create a list of questions given 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 a candidate can think about their answer before recording

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

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

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

A well-thought out platform guides candidates through a test question before the interview begins. Look for this test question to provide unlimited takes, as this allows candidates to confirm their hardware works and get used to the interview experience.

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. You can also add information such as a job description and photos showing your building and company culture for candidates to view before they begin their interview. You can even add multiple brand variations to your account to customize the candidate interview experience for different departments or company brands.

Top-tier platforms also include intro and outro videos before and after your candidates do their interview, allowing you to introduce yourself and your team and thank candidates for completing the interview.

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

The email notification prompts you to review their answers. 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.

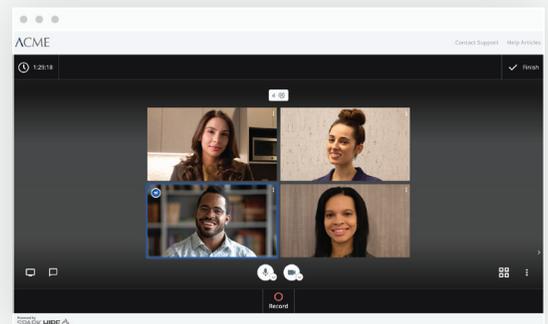
You can also share interviews with your colleagues and hiring managers. The team will rate and comment on each question individually before seeing others' feedback. This removes bias and ensures hiring stakeholders are not swayed by other colleagues' opinions.

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 candidates in real-time on video. These live conversations are automatically recorded so they are reviewable and shareable when the interview is completed.

> *When is it used in the hiring process?*

Live video interviews are used less frequently than one-way video interviews because of when they are used in the hiring process. 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, instead of spending money flying them to the 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, your candidate, and any panelists and/or guests will join a live interview room. Your connections are secured and branded with your organization'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 review. Just like a one-way interview, live interviews are also shareable with your team and hiring managers.

Why is Video Interviewing Important?

Built for Recruitment

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

Access Anytime, Anywhere

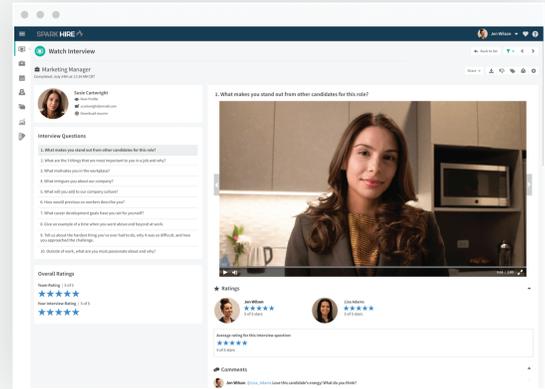
Video interviewing is cloud-based. This means there is no software to download. And unlike video chat options, nobody is added to a contact list, and there are no embarrassing "I made this in middle school" usernames.

When your video interviews live in the cloud, you 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 to 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 specific to the recruiting process. They do this because it makes hiring easier and more accurate for you, your team, and your hiring managers. These features help you save time and foster better interview evaluation and collaboration. Examples of evaluation and collaboration features include:

- Rating interviews on a 5-star scale
- Commenting/adding notes on interviews
- Organizing interviews with tags
- Interview evaluation features to mark interviews as passed/failed/undecided
- Candidate disposition features to mark candidates as hired or rejected
- Documenting rejection reasons and send rejection emails
- Sharing shortlists of video interviews with the hiring committee in one click



Candidate Experience

On a video interviewing platform, you have anytime access to candidates' interviews, and candidates complete their interviews when it works best for them. Pair easy access with your team's ability to collaborate faster and you have a recipe for an invigorated, responsive candidate experience.

Candidates typically apply to an organization after researching their culture, the position, and the industry. They are invested and excited for the opportunity to work for your organization the moment they apply. Their interest rapidly declines the longer your team takes to respond and through the length of the hiring process as a whole.

You combat this by responding rapidly to their application, demonstrating your interest. Guiding candidates through your hiring process by making the process transparent will impress your candidates. Letting them know early on they will be expected to complete a video interview gives them more time to prepare appropriately. This allows you to equip your candidates for a better video interview with relevant video interviewing resources.

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 teams guide candidates through the whole interviewing process. This way, you can focus on reviewing their video answers rather than playing technical support.



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. And they pass along resources to further improve your hiring 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 your team 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. Video interviewing platforms allow you to get a better look at your candidates earlier in the hiring process. You will also see a drastic reduction in interviewing time spent on unqualified candidates. The pain of bad in-person interviews evaporates with video interviews, because unqualified candidates filter themselves out by not completing one-way interviews, or are easily spotted from their interview answers.

During high-volume hiring, your team's 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 for the 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, [evaluation features](#), and [sharing](#) features for collaboration from your team and hiring managers.

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

There may still be a doubt in your mind about video interviewing as a concept, so, who should use video interviewing?

Video Interviewing is for...

The caring hiring professional. Whether you're backed by a rockstar team or flying solo, you have the best of intentions but always feel behind. Your current hiring process takes up tons of time. This prevents you from creating new programs and taking care of employee needs beyond hiring.

You would love to spend more time promoting your organization's culture. You have a laundry list of activities, positive policy changes, and team building, to start. But phone screens and in-person interviews chew up almost all of your time. So these other efforts never come to fruition.

Other departments may only see you and your team with frustration because candidates sent on for interviews aren't always qualified or a good cultural fit.

Maybe you've recently heard about video interviewing from a peer in SHRM. You want to better understand how it might help you and your team. You know your organization would reap huge benefits from your non-hiring responsibilities, if you could ever get to them. The potential to avoid bad in-person interviews sounds like bliss.

Or you're already sold on the idea, but need help with how to put video interviewing into your process. You'll need to justify video interviewing to your finance department. And you're concerned about getting buy-in from your team, hiring managers, and the organization at large.

So what you're really asking is...

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

The short answer: YES!

If you are...

- Conducting time consuming phone screens
- Stretching hiring resources thin
- Involving many people in your hiring process
- Filling positions in a time crunch
- Receiving a large number of applicants and resumes
- Experiencing bad or unqualified in-person interviews
- Struggling to identify candidates with good cultural fit
- Recruiting candidates from a different locations
- Collaborating with a virtual recruiting team
- Spending an exorbitant amount to fly candidates to your office
- Using unreliable video chat or conferencing

...then video interviewing can be used at your organization.

Thousands of organizations all over the world use video interviewing. Sole proprietors use video interviewing to hire their first employees. Massive organizations like the US Postal Service, Barrick Gold Mine, and IKEA find invested candidates at all levels with video interviewing.



Video Interviewing Myths

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

“Doesn't seeing my candidates on video foster discrimination?”

This is perhaps the most common hurdle for video interviewing.

The threat of non-compliance scares many employers 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. Your organization 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 organizations' HR departments. 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.

Video *interviewing* allows organizations to interview more candidates in less time. And hiring teams gain more insights with video interviews because the features and platform are built for recruitment.

“We meet all our applicants 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 hiring managers.

Instead of replacing in-person interviews, video interviews create higher quality 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. Organizations now use video interviewing to hire blue collar and IT candidates, and more.

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 four organizations with different challenges and process, but all with awesome results:

Barrick Gold Corporation

Challenge: As a whole, Barrick Gold was working to digitally transform their organization. One point of improvement for the recruitment team was their interview process. That's when they learned about video interviewing. After doing their due diligence - just like you - they decided video interviewing would automate hiring their high volume roles.

Process: Candidates used to complete a phone screen with an individual team member.

Now, candidates complete a live or one-way video interview as their initial screening. The interview is then shared with other members of the hiring team for feedback. If moving forward with a candidate, the hiring manager also reviews previous video interviews before their own.

Result: Reduced screening time from a minimum of 30 minutes to 6-7 minutes per candidate.



Cyprus Credit Union

Challenge: Juggling 18 locations across Utah is hard enough. Cyprus wanted to make interviewing easier and more efficient for the hiring team and candidates. The recruiter and branch managers collaborated on applicants and feedback, but the process took too long.



Process: To start, candidates would apply and the recruiter would do a paper screen. From that, they would call in candidates for in person interviews with branch managers and the recruiter. Now, their first step is a one-way interview. Upon completion, the recruiter sends the one-way to all 18 hiring managers who then provide feedback. The recruiter now brings in only candidates the branch managers are actually interested in hiring. Their time is no longer spent on bad in-person interviews.

Result: Video interviewing rescued the hiring team from spending time on unqualified candidates. And drastically improved their time-to-hire.



DLP Realty

Challenge: DLP Realty's primary frustration was sharing and compiling their HR and executive teams' feedback on candidates.

Process: Before video interviewing, candidates would complete a phone interview with the HR or executive team. Both teams were incredibly busy and dreaded blocking off time for a 45 minute phone screen with potentially unqualified candidates. For each team member's feedback, multiple files and Google Drive documents would be shared.

This process was tedious and required high levels of organization. Once they began to use video interviews, a candidate's resume, video interview, ratings, and comments became centrally located. Video interviews also allowed candidates to be more easily shared between team members.

Result: DLP Realty completely eliminated their 45 minute phone interview and replaced it with a video interview.

Oak Ridge Associated Universities

Challenge: ORAU needed to improve their time-to-hire while being mindful of candidates' busy schedules. They regularly found incompatibility scheduling interviews with candidates at reasonable times. They were required to fill most of their positions within 30 days.

Process: After applying, candidates take part in a 15 minute phone call. Their one-way interview invitation goes out and they have 24 hours to complete it. ORAU evaluates more than just candidates' answers to their questions. Video interviewing also tests candidates' ability to meet deadlines and use technology. Candidates complete the interview whenever they'd like because the team doesn't have to be present for the video interview.

Result: Using video interviewing, ORAU has cut their time to hire in half.

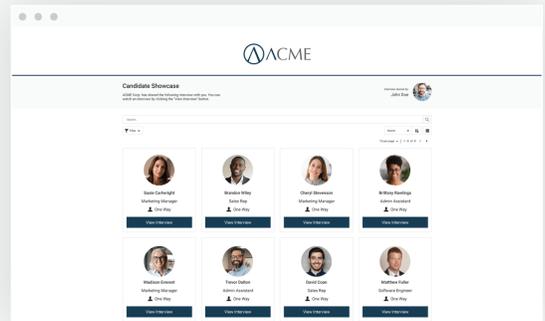


Must-Have Features in Your Video Interviewing Solution

Video interviewing can revolutionize your hiring process.

With thoughtful implementation, this way of interviewing improves time-to-hire. It provides a better look at applicants earlier in the hiring process.

Video interviewing also speeds up your collaboration with team members and hiring managers. Everyone has the ability to provide feedback on a candidate. Giving feedback creates aligned hiring decisions.



All this enables you to sustain your revenue, growth, and culture with consistent, high-quality hires.

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 hiring process before selecting a provider. Important elements to consider include:

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

Like Barrick Gold, are you looking to modernize your hiring process? Would you like to decrease your time to hire like ORAU? Maybe you want to spend more time on the most enthusiastic candidates over unqualified ones.

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 strategy. Video interviewing can replace some of your bottlenecks. 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 hiring process. They also have purchasing power or the ear of those with purchasing power.

- **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, feedback, video questions, and take settings. Companion tools to video interviewing include [video messaging](#) or [interview scheduling](#).

Based on your hiring process 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 testing video interviewing with your summer internship hires, how many interns have you hired before? How long did it take to hire them? Compare this to your metrics before launching video interviews.



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 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.

A word of warning: the initial completion rate for video interviews deters some organizations. They see this drop-off as a loss of potential employees. It’s important to remember candidates who decide not to complete your video interview are not a good fit. Excited candidates will find ways to complete their video interview, even if it’s a new concept to them.

★ **One organization, Breakside Brewery, flipped this fear on its head. The team incorporated video interviews into their process. A year later, they realized their best employees were the first candidates to complete their video interviews. It was clear candidates’ enthusiasm for the brewery stood out from the very beginning.**

Best Practice 3: Keep the process personal

A principle fear for human resources professionals is making your hiring process impersonal. This fear is especially common when evaluating HR technology. Video interviewing does not have to be impersonal. Including personalized invitations, video questions, and where candidates can get help shows candidates you are involved in their video interviewing experience.

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 team gets to know candidates better through a video interview, leading to better in-person interviews.

Nice to meet ya!



Choosing the Right Video Interviewing Platform for Your Organization

There are many video interviewing providers. Picking the best one for you is can be overwhelming. Best practices focus what you want from video interviewing. When you evaluate providers, use best practices 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, there's a lot of jargon, and the technology can be intimidating. 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 obvious, and available 24/7. This allows candidates and your team to resolve issues night or day.

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 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 hiring 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 build customer requested features. 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 toward Video Interviewing Success

With video interviews, you can make better hires faster. Candidates who might have a lackluster resume shine on video. Upon completion, you can share interviews with everyone involved in the hiring process. Their feedback is organized all in one easy to understand place where you can determine next steps.

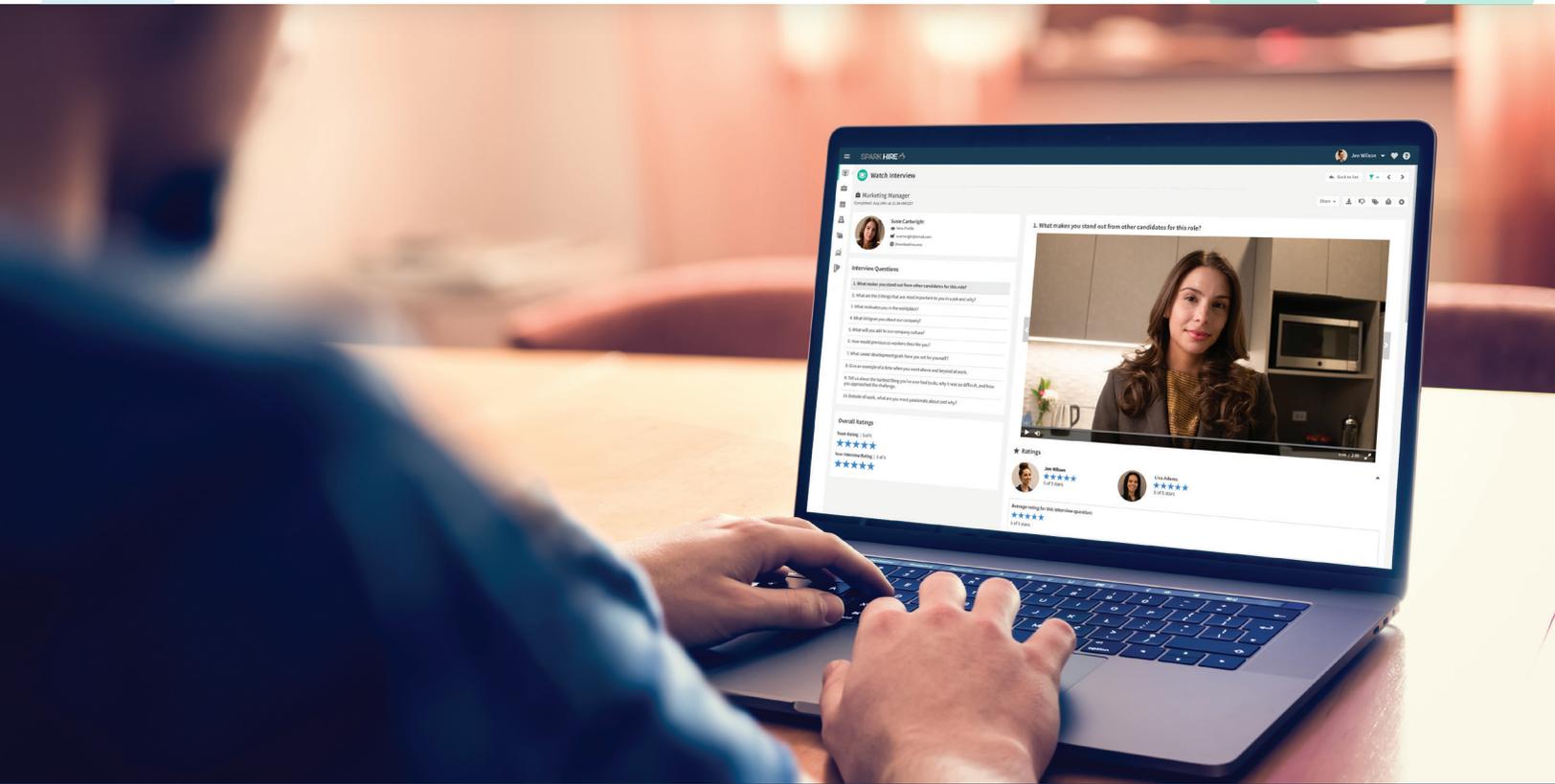
Video interviews allow you to end bad in-person interviews. Phone screens do not show you how candidates conduct themselves in person. Creating a solid strategy, and understanding and adjusting your approach to video interviewing determines your success. You'll have happier hiring managers, recruiters, colleagues, and executives. Video interviewing allows you to hire better employees who are more invested in your organization.

You will stand out from other organizations as a modern organization. You show your attentiveness to and respect of candidates and their time. Your organization is built on its people, so why not leverage every tool possible to find the right ones?

Now that you've considered what goes into a great video interviewing platform, consider Spark Hire.

Create a structured and streamlined interview process with video interviews.

Learn more



Simple Video Interviewing Platform For Companies Of All Sizes

Spark Hire helps thousands of organizations make better, more collaborative, & quicker hiring decisions. More than 6,000 organizations have interviewed millions of candidates across 100+ countries on Spark Hire. With the easiest to use product, unmatched customer service, & fair and transparent pricing, Spark Hire has become the most popular and #1 rated video interview platform on the market. Learn more on [sparkhire.com](https://www.sparkhire.com) and get started today with no contracts or setup fees!

Appendix

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

The Do's and Don'ts of Video Interviewing

Interviewing Do's...

- DO** focus on how you intend to use video interviewing
- DO** adhere to best practices
- DO** introduce and educate candidates about video interviewing
- DO** personalize with video questions and personalized outreach to candidates
- DO** find a platform that integrates with your ATS

Interviewing Don'ts...

- DON'T** be seduced by high-tech features you may never use
- DON'T** continue using video chat and video conferencing tools for recruiting
- DON'T** get locked in to an extended contract when you only hire seasonally
- DON'T** use a stiff, impersonal platform
- DON'T** pay for additional features

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 current process.
 - Assign roles and responsibilities for implementation.
 - Personalize the process for your candidates.
- Go all in on a limited scale.**
 - Test video interviewing on a few roles at first.
 - Get buy-in from your hiring team.
- Inform your candidates.**
 - Explain why you use video interviews, how it benefits them, and where it is within your hiring process.
- Identify areas for improvement.**
 - Compile analytics, candidate feedback, and hiring manager input.
 - 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 least effective elements.