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VIDEO INTERVIEWING SOFTWARE

www.odro.co.uk

A photograph of a young Black man with short, dark, curly hair, smiling and looking back over his shoulder. He is wearing a light blue button-down shirt. He is sitting at a desk in an office environment. In the background, a computer monitor is visible, displaying lines of colorful code. The overall scene is brightly lit and professional.

A BUYER'S GUIDE FOR
THE RECRUITMENT
INDUSTRY



INTRODUCTION

With more and more businesses realising the benefits of video interviewing software, there's more appetite than ever before to find the perfect solution. If you're reading this guide, it's likely you're already aware of the benefits of adding video interviewing to your offering:



Reduced time to hire



Improved engagement rates



Improved interview to hire ratio



Increased revenues

However, you may be less familiar with the tech itself and what features and functionality you should evaluate before making a final decision. In this guide we take a look at the features within the features. We also cover user experience, branding, implementation, data privacy and security.

Ultimately, this guide aims to provide you with all the information you need, covering off all the factors that should be taken into consideration, to ensure you find the solution that best meets your business requirements.

CONTENTS

04

FEATURES FIRST

08

USER EXPERIENCE

08

DATA PRIVACY & SECURITY

09

BRANDING

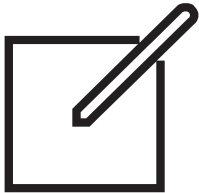
10

ADOPTION, IMPLEMENTATION & SUPPORT

11

HINTS & TIPS

FEATURES FIRST



First off, consider the types of roles you hire for. When evaluating the solution that might best fit the needs of your business, your hiring process should be front of mind. Very few businesses operate in exactly the same way so being able to tailor the solution you choose to your approach is crucial.

There are lots of options out there, each with different features. Take a bit of time to map out your workflow and then assess the different solutions in terms of their fit to your business. A platform that offers multiple interview formats, customisation and reporting will give you greater flexibility. Adoption is often a key concern when implementing new technology so ease of use is an important consideration when assessing features too.

PLATFORM CHECKLIST

We're going to assess the main features in the pages that follow but here's a handy starting point of things to look out for when shortlisting companies to follow-up with. Does the platform offer:

- ☐ Both live two-way and one-way, asynchronous interviewing formats
- ☐ A candidate shortlisting portal to showcase your talent to your clients
- ☐ Recruiterless video right to work checks
- ☐ On-screen, real-time candidate consent to ensure GDPR compliance
- ☐ One-click video sales messaging for improved candidate and client engagement
- ☐ White labelling so the platform is branded as yours, without the supplier logo
- ☐ Unlimited use and recording storage, without restrictions
- ☐ Heatmaps that show client viewing behaviour
- ☐ MI reporting on team usage and adoption
- ☐ ROI tracking

FEATURES FIRST

Now let's get into the detail.

In this section we're looking at the features within the features, highlighting some of the key considerations you should take into account, which may vary depending on your business needs.

LIVE TWO-WAY INTERVIEWS

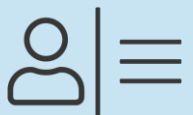


Numbers - how many participants can be in your virtual interview room at the same time?

Accessibility - how do your clients and candidates access the interview room; is a login or app download required?

Flexibility - do you want to be able to give access to your clients to conduct interviews using your system, without logging in? If so, how does this work?

SOLO ONE-WAY INTERVIEWS



Practicality - how do you create a solo interview from start to finish, how easy is this to do, how much time does it take and how do you send it to candidates?

Candidate experience - how does your candidate access and complete the interview once received.

Volume - do you want to be able to use the same interview for multiple candidates? If so, does the platform cater for this without repetition of workload?

Notifications - how are you notified that a candidate has completed a solo interview so that you can follow-up?

FEATURES FIRST

VIDEO RIGHT TO WORK CHECKS



Candidate eligibility - does the platform facilitate video right to work checks being carried out without the need for recruiter involvement?

Compliance - does the platform handle document upload in a secure and GDPR compliant manner?

Security - is the data and information held about candidates within the platform compliant and auditable?

SHOWCASING SHORTLISTED CANDIDATES



Scalability - how long does it take to prepare a candidate shortlist? Is this scalable across your business?

Supporting documentation - are you able to send additional documents along with a candidate video, such as a CV and cover letter, within the platform?

Client experience - once you've assessed your candidates and identified your shortlist, how do you share this information with your clients and how do they access this information?

ANALYTICS & REPORTING



Clients - what level of data are you provided in terms of your client's behaviour once your candidate shortlist has been sent?

Consultants - what analytics are provided on the use of the platform by your consultants internally?

ROI - does the supplier track and report back to you regarding the return on your investment with their platform?

FEATURES FIRST

VIDEO SALES MESSAGING



Ease of use - how do your recruiters send out personalised HD messages to prospect candidates and clients; what steps are involved in the process?

Subtitling - can subtitles be added to your video messages and how is this done?

Limitations - are there any limitations in terms of what you can record? For instance, can you record both camera and screen at the same time or record on top of another web page such as LinkedIn or a job board?

Attachments - are you able to send attachments with the video message, such as a CV or calendar / job links.

Analytics - can you tell when your message has been viewed? Does the platform provide the additional information you'd like to know, i.e. number of views, time, location, device etc?

Notifications - assuming you are notified when someone has viewed your video, is this in real-time to allow for immediate follow-up?

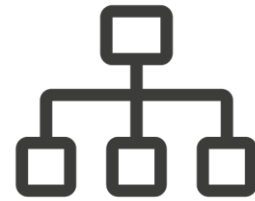


SHORTLIST PORTAL & ANALYTICS



INSTANT HD VIDEO MESSAGING

USER EXPERIENCE



A key consideration when implementing any new software is user experience. The main users here are your consultants. Your new platform needs to provide them with a better way of doing things and your new supplier should be able to evidence success when it comes to the benefits of the solution for them.

However, the most important factor to consider here is ease of use for your candidates and clients. Your platform of choice needs to be both easy to use and easy to access. If not, it doesn't matter how bought in your consultants are, it simply won't work. As well as having a simple, intuitive interface, check the platform:

WORKS ON ALL
DEVICES



REQUIRES
DOWNLOADS



REQUIRES LOGINS &
PASSWORDS



The security of personal data is critical. Keeping your candidates' data safe and secure is a must. To ensure your business is not at risk, ensure the platform:

- ✓ meets the strictest international data protection regulation and security requirements, including GDPR
- ✓ allows you to easily manage candidate consent, data retention and data access settings
- ✓ gathers candidate consent before recording begins
- ✓ has a data breach notification process in place

DATA SECURITY & PRIVACY

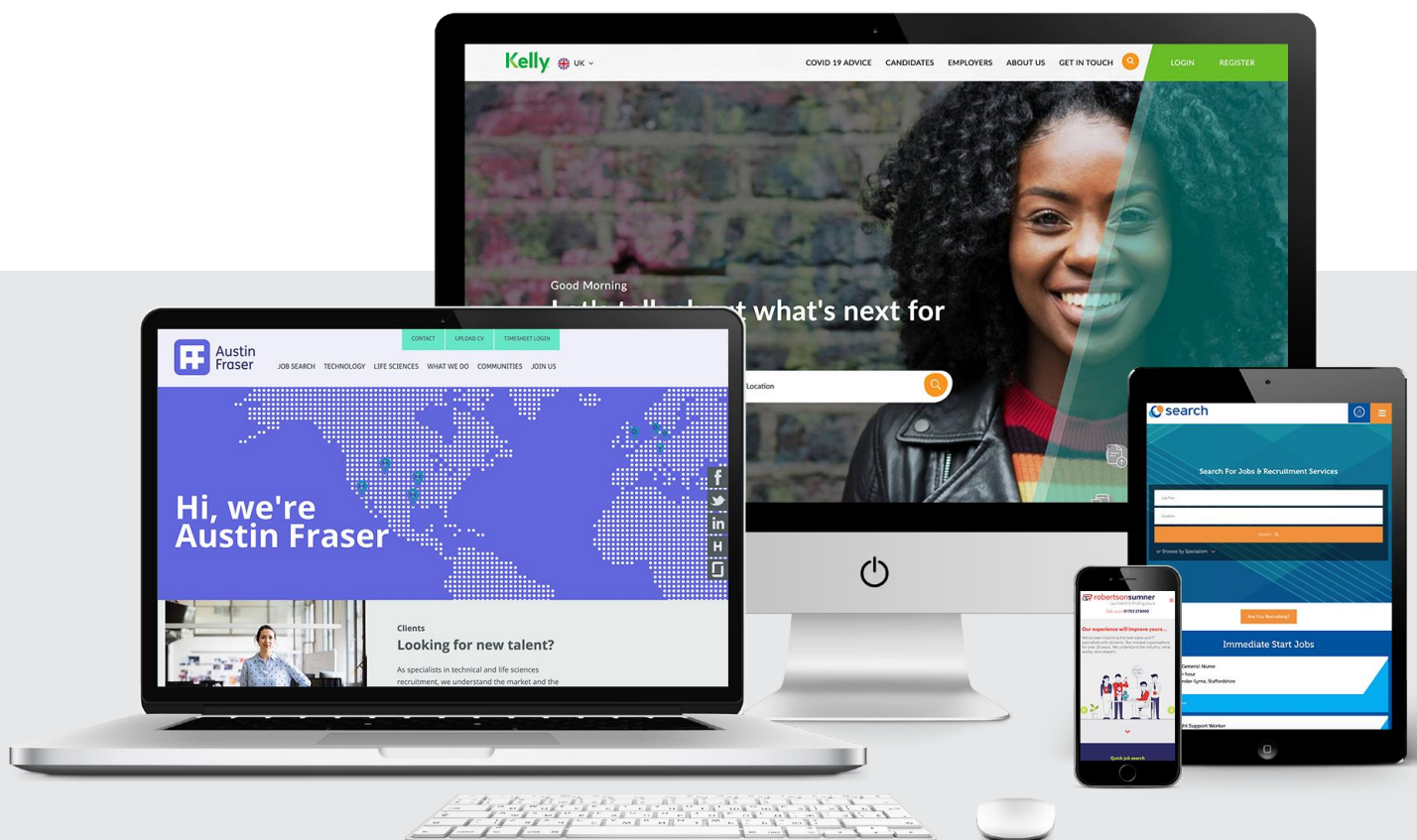


BRANDING

Your brand is one of your most prized assets. The tool you choose should both complement and enhance your position in the market. Using video has been proven to improve the hiring process. It helps you to attract better talent and provides your clients with considerable efficiency benefits. Make sure your brand receives the kudos for this, rather than the tech provider.

Does the platform:

- ✓ allow you to add your logo to the user interface and the client shortlisting portal?
- ✓ give you the option to remove your logo and include client branding instead; useful if you're running RPO or MSP?
- ✓ allow branding within the video engagement tool?
- ✓ have a fully white-labelled option?



ADOPTION, IMPLEMENTATION & SUPPORT

Adoption is often cited as the main reason for the failure of a newly introduced product. No matter how good the tech is, if your people don't use it, it becomes an expense rather than a value-add.

That's why it's vitally important to understand the implementation process and what support and service level agreements your supplier has in place to ensure the tech is rolled out successfully within your business from the outset.

Before choosing your preferred supplier, give yourself the best chance of success by assessing the following:

- ✓ onboarding and training process
- ✓ post-training process and ongoing consultant engagement
- ✓ what does a successful implementation look like; how is success measured?
- ✓ is one-to-one coaching available?
- ✓ what happens when I add a new employee to my team?
- ✓ what evidence can be produced of previous success?
- ✓ is there a technical support team in place?
- ✓ what happens if a client or candidate is having technical difficulties?
- ✓ what service level agreements are in place around support?



"Aspirations without implementation is little more than a wish list."

Professor Salam Al Shereida



HINTS & TIPS



TESTIMONIALS

Ask the supplier for case studies or, better still, if you can speak to one or two of their clients directly.



HD MESSAGE

Ask the supplier to send you a personalised video message while you're on the demo to see how it works in real-time.



REPORTING

Ask the supplier to show you what options are available for company-wide reporting, and how this data is made available for you to review. Your data must be accessible!



ROI

Think about how you will measure ROI on video. Ask your supplier what support is on offer, and how they intend to help you track this.



Good Luck