

WHITE PAPER

ON-DEMAND VIDEO INTERVIEWING IN 10 QUESTIONS

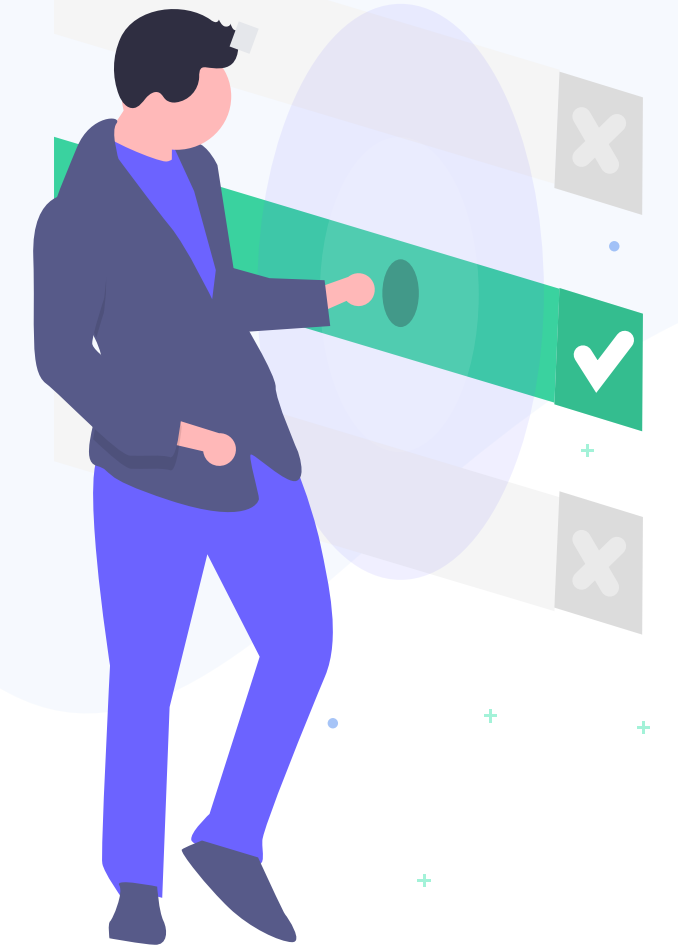
Clever Connect



Contents



- page 3 ○ What is On-Demand Video Interviewing?
- page 4 ○ How does it work?
- page 5 ○ What are the right questions to ask?
- page 6 ○ What are the advantages for companies?
- page 7 ○ When should it be used?
- page 8 ○ Why do companies decide to opt for On-Demand Video Interviewing?
- page 9 ○ What advantages does it offer compared to live video interviewing?
- page 10 ○ What do candidates think about it?
- page 12 ○ How can the platform be integrated into my existing recruitment tools?
- page 14 ○ What are the keys to success?



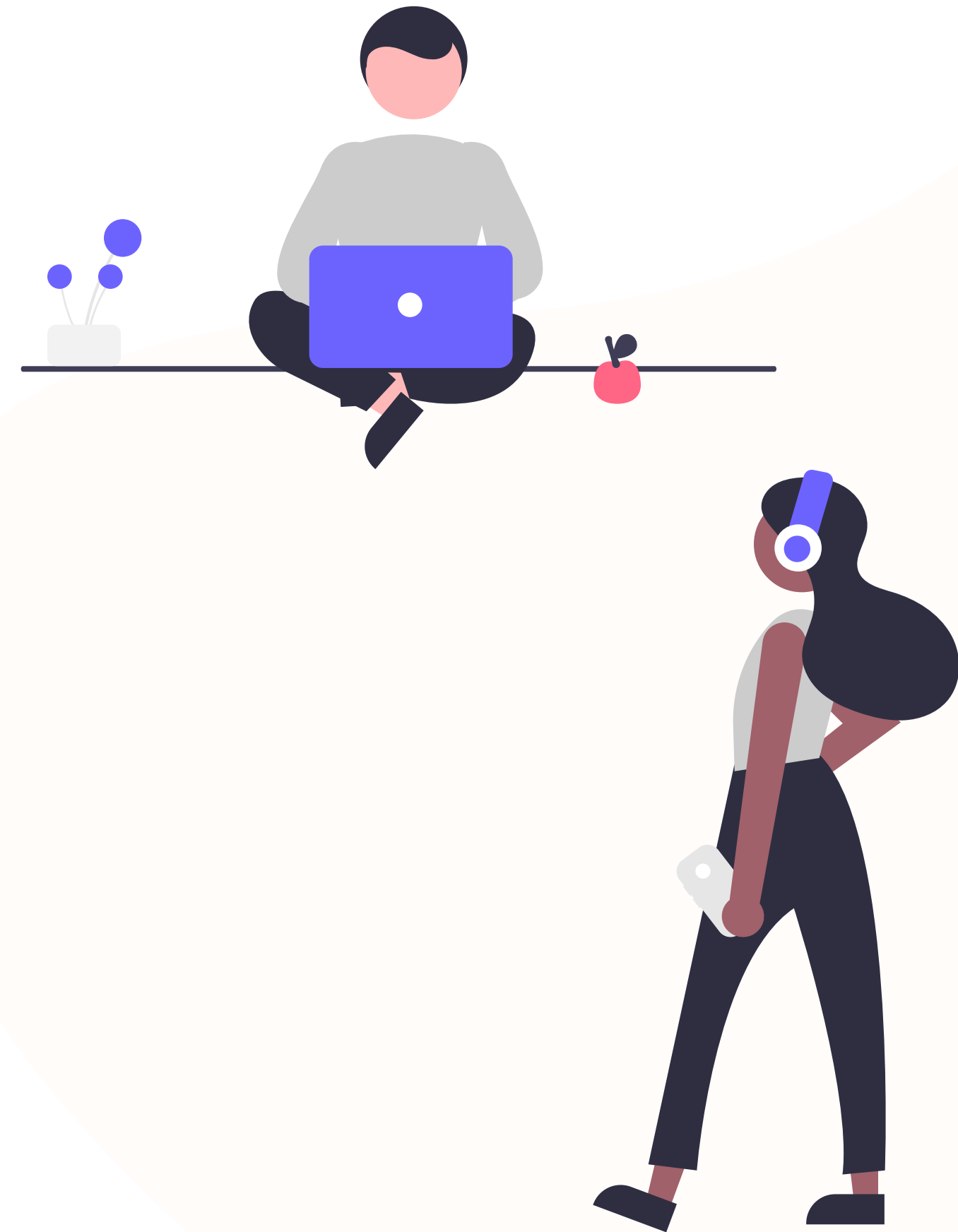
What is On-Demand Video Interviewing?

On-demand video interviewing is a **stage of recruitment** where **candidates create a video response**, via their webcam or their smartphone, to several questions **previously selected** by the recruiter.

Unlike a **“live” video call** where the recruiter and the candidate need to be connected to the same platform at the same time, On-Demand Video Interviewing lets the candidate **answer questions when they’re available**, in the evening or at the weekend, without having to find a common time slot with the recruiter.

The recruiter can also view the video when it best suits them.

Video recruitment has been booming in the aftermath of the 2020 lockdown period. Its use is now widespread in companies worldwide.



How does it work?

STEP 1

The recruiter sets the questions

To help recruiters **choose the right questions**, they have access to a library of questions grouped by job type or the **skill to be evaluated**.

Recruiters can also add:

- Requests for **written responses**
- **Multiple-choice** questions

STEP 2

Candidates answer the questions

Candidates receive a **personalised email** inviting them to log onto the platform.

Before answering the recruiter's questions, candidates are invited to **test their equipment** and to do a few **trial runs** to ensure they feel comfortable during the interview.

Prior to the interview, the recruiter **sets** the **time limit** and the **maximum number of attempts** for candidates to answer each question.

STEP 3

The recruiter watches the video

The recruiter receives a **notification** when a candidate has completed an On-Demand Video Interview. Afterwards, the recruiter can:

- **watch the video**
- read the candidate's **written responses**
- **assess** different criteria
- **leave a comment** on the candidate's performance
- **share the video** with colleagues
- **contact** the candidate

What are the right questions to ask?

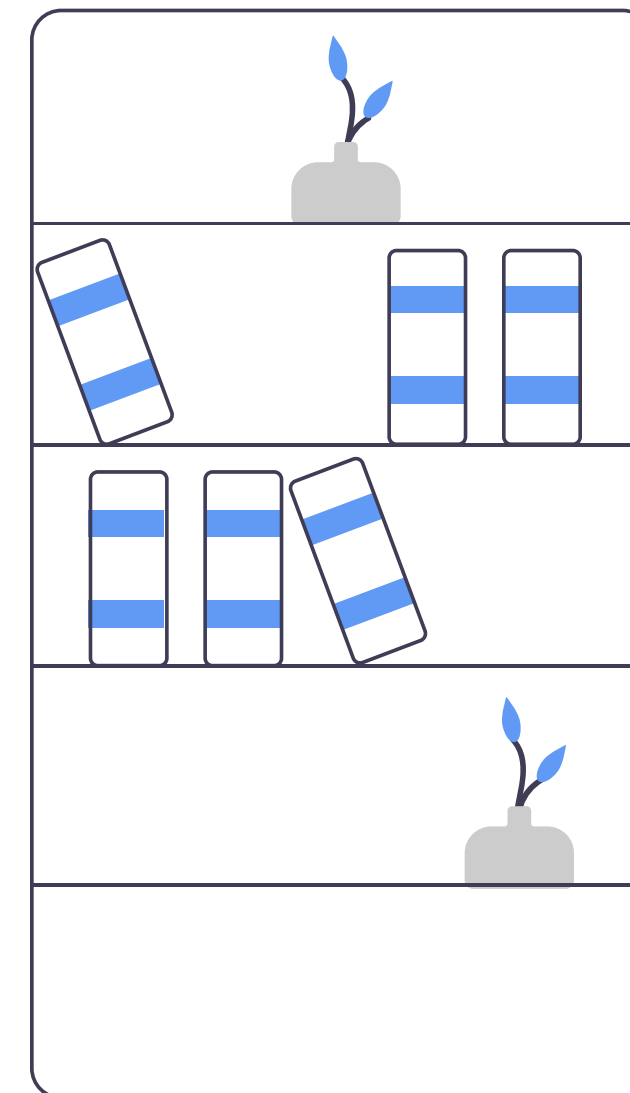
Recruiters need to ensure they **select** and then **ask** candidates the **right questions** to learn as much as possible about each applicant and their reasons for applying.

Because questions need to be carefully prepared beforehand and ideally should broach several different themes (**personality, motivations, knowledge of the company**, etc.), we have compiled a **database to help you with this**.

You can dip into this **library** of **over 200 questions**, selecting those which are the most suitable according to the **job**, the **skill set required** and the candidate's **level of seniority**.

According to a study published by The Adecco Group, **52%** of HR managers place more importance in **soft skills** than in **hard skills**.

Study by Robert Half, 2017



What are the advantages for companies?



You let your candidates have the floor

Candidates have the **opportunity to express themselves beyond the realms of their CV** and to show off their personality. Videos allow recruiters to evaluate **soft skills**, by analysing **non-verbal communication, presentation, and public speaking abilities**.



You save time

On-demand video interviewing can often **replace telephone interviews**, which can be **time consuming** and **difficult** to arrange.



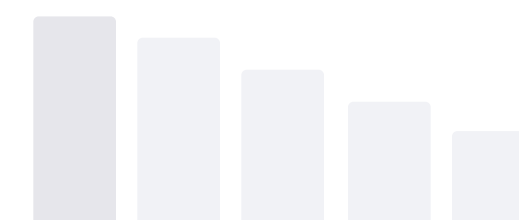
Recruitment becomes a joint effort

You can **share candidate videos** with the other members of your team, as well as with managers. You can therefore **gather** all the **evaluations** and **comments** on a candidate in one place.



Manon, Recruitment officer

"On-demand video interviewing gives us the chance to meet just as many candidates as before, but with higher quality profiles."

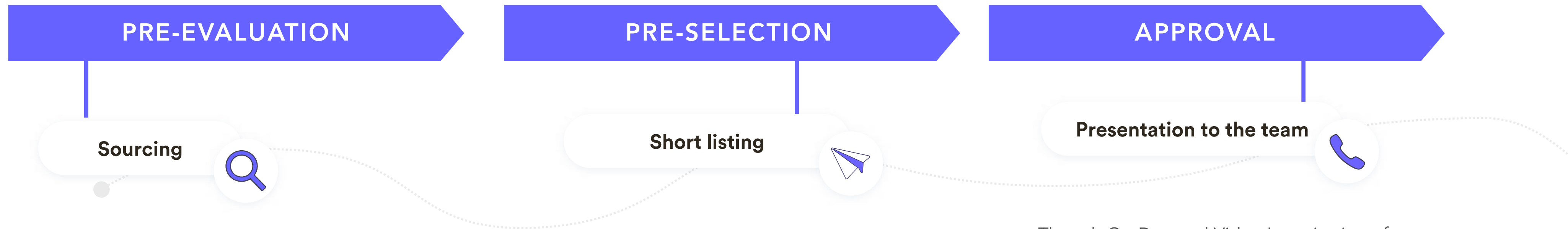


ExxonMobil

ExxonMobil has been able to reduce time-to-hire from **7 weeks** to just **3 weeks** by replacing the initial telephone interview with On-Demand Video Interviewing.

When should it be used?

The use of On-Demand Video Interviewing should be adapted to fit every organisation and every position. A dedicated **Customer Success Manager** will help you determine how to effectively integrate it into your recruitment process.



On-Demand Video Interviewing can be the **first port of call in your recruitment process**. With a tailor-made video application portal, candidates can **record videos** and **send off their CVs** at the same time. This is a great option for positions where **personality** carries more weight than the CV, or for positions with **high application volumes**. Because of this, video interviews are often seen as a **cover letter 2.0**.

On-Demand Video Interviewing is usually used at the **second stage** of the recruitment process, after an initial **sorting of CVs**. It therefore often replaces telephone interviews to verify the prerequisites for a post prior to the first physical interview.

Though On-Demand Video Interviewing often comes before the in-person interview, the opposite is also possible, especially when it comes to **managerial posts**. During the **face-to-face meeting**, recruiters invite the candidate to move on to the **next stage** of recruitment, the video interview. This video can then be used to **present candidates** to the remaining members of the management team, or to the client in the case of a recruitment agency.

Why do companies decide to opt for On-Demand Video Interviewing?

✓ To boost the effectiveness of their recruitment process

The average telephone interview lasts between 20 and 30 minutes, not to mention the time spent on arranging it. Videos sent in by candidates only last between 3 and 5 minutes. With On-Demand Video Interviewing, recruiters can **therefore cut the time spent on candidate screening by 5.**

✓ To reduce staff-turnover

Recording a video requires candidates to invest much more time and effort than simply sending off a CV.

Candidates who have taken the time to record a video are therefore more motivated and implicated in the recruitment process. We have found that the **staff-turnover rate of candidates that have passed through a video recruitment phase is 33% lower than that of other candidates.**

✓ To gauge motivation levels in a different way

Cover letters have **fallen out of favour.** They have become too **generic** and are no longer studied in as much depth by recruiters.

The **video format** on the other hand has proven to be very **useful** when it comes to **gauging candidate motivation.**

For which kinds of jobs?
For which sectors?

The most represented jobs:

- 1 Sales representative
- 2 Sales assistant
- 3 Manager
- 4 HR and training
- 5 Procurement and logistics

 **+700**
jobs represented

 **25**
business areas

What advantages does it offer compared to live video interviewing?

Many of the videoconferencing tools on the market can be used to conduct live interviews remotely. The On-Demand Video Interviewing solution however offers a number of advantages, for candidates as well as recruiters.

- ✓ This option **does not require the installation of any additional software**, nor the creation of a profile, unlike certain videoconferencing tools.
- ✓ The On-Demand Video Interview is recorded, and can therefore be **edited** and **shared** with others, which is not the case for many videoconferencing tools.
- ✓ In the event of technical difficulties, tools which are open to the general public do not offer **effective support services** to assist candidates.
- ✓ Recruiters can manage the videos received directly in the **ATS**, which is not the case for live interviews since they are not compatible with this software.



What do candidates think about it?

Video Interviews offer many advantages to candidates.

✓ They can let their personality shine

Candidates are given the opportunity to **stand out** by sharing their unique personality or their unshakeable determination.

✓ They avoid unnecessary travel

Not having to travel allows candidates to save time and money, especially when the company is located far away from their home.

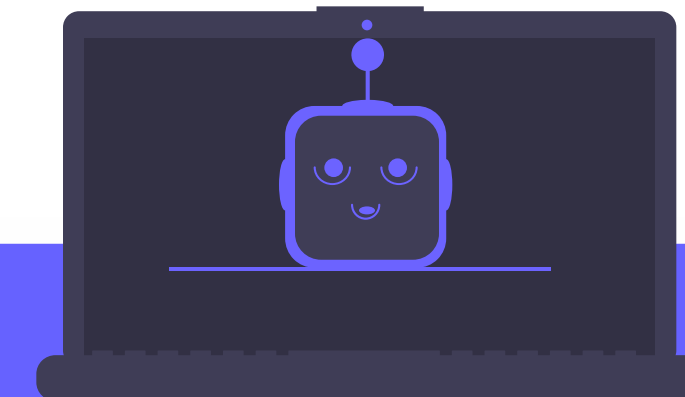
✓ They can have the interview whenever they wish

The option to record their video whenever they prefer (outside of working hours) is very popular with applicants, particularly those who already have a job and are based overseas.



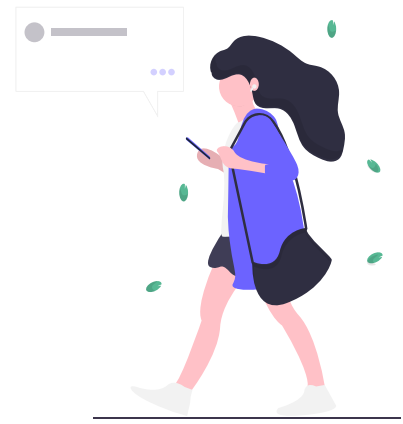
Aline, Management trainee

“With the On-Demand Video Interview, I was able to show who I really am. It was a great way for me to demonstrate my motivation, and it was definitely a key factor in helping me land this job!”



On Visiotalent, a chatbot answers candidate questions 24 hours a day! Our robot works in collaboration with our dedicated Candidate Support team, who step in to help with specific issues during working hours.

On-Demand Video Interviewing is very popular with applicants.



87%

of candidates think that the On-Demand Video Interview is easy to organise.



72%

of candidates think that the On-Demand Video Interview is an effective recruitment tool.



89%

of candidates who have tested the On-Demand Video Interview would be willing to repeat the exercise.



80%

of candidates who have taken part in a video interview think that it gives the company an innovative image.

Source : Meteojob, 2020

How can the platform be integrated into my existing recruitment tools?

Integrating this tool into your recruiting ecosystem saves you a lot of time. On receiving news CVs, automatically sending out invitations to record a video allows recruiters to work up to 2 times faster during the pre-screening phase.



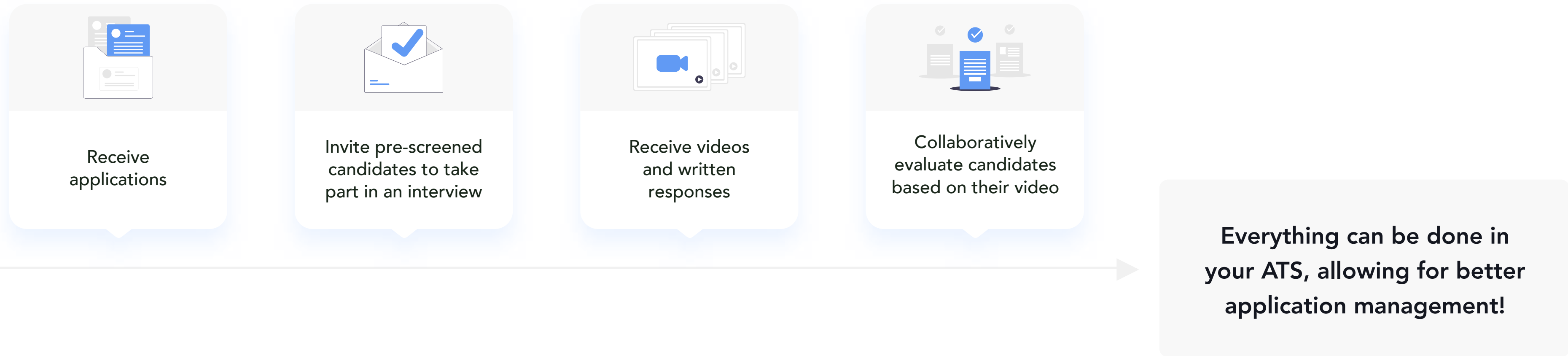
Adrien Servan, Hiring Manager

"As a hiring manager, I believe that it is my duty to automate tasks as much as possible, to allow me to focus on the essential: the relationships I foster with my candidates."

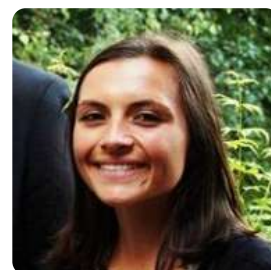


In collaboration with  TALENTS'IN

Manage the pre-evaluation phase directly in your ATS



“Using SmartRecruiters, we can invite candidates to an On-Demand Video Interview, then view the video and leave our comments. This enables us to use just one tool daily, which is extremely practical.”



Albane Hussenet, Recruitment officer

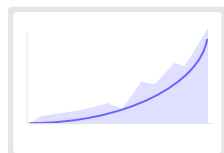


What are the keys to success?



A personalised candidate experience

Thanks to our completely **adjustable** and **customisable** interface, you can adapt your messages to better fit your **employer brand**. You can also add introductory and **thank you videos and ask questions in video format**. Candidates are therefore immersed in the company's environment from the very first instant and can see that you have also got involved by presenting yourself via video!



Optimal management of in-house changes

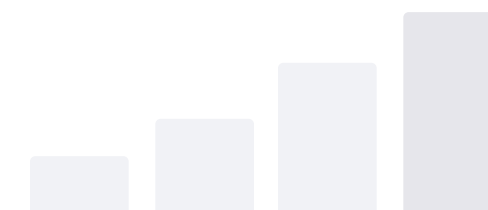
Introducing a new tool into your recruiting **procedure involves a change** in behaviour within your company, and whether you need a presentation on the advantages of On-Demand Video Interviewing, product training, or help adapting your current procedures, a dedicated **Customer Success Manager** will be there to **support you throughout the entirety of this process**.



Pierig Molliez, Human Resources Manager



"We are extremely satisfied with the support provided by the Visiotalent team, both prior to launch by identifying our specific needs, and then all throughout the deployment phase of the project. We have a single point of contact, who is attentive, extremely responsive and who keeps us regularly informed of any new developments."



+30% more posts filled in six months

[👉 Read Leroy Merlin's client testimonial](#)

About

Present in France, Spain, Italy, Germany, Switzerland, and Benelux, CleverConnect provides innovative support to more than 2000 companies at all stages of their recruitment processes, from sourcing to the evaluation and selection of candidates. CleverConnect was born from the merger of Meteojob and Visiolatent: Meteojob, a pioneer in the field of job matching, and one of the biggest job sites in France (150,000 job offers processed every day, more than 7 million candidates registered); Visiotalent, one of the leaders in video recruitment in Europe, with a portfolio of over 700 renowned clients on the continent.

CleverConnect is also comprised of HRMatch Candidats, a tool which optimises career sites for businesses by offering job vacancies that truly match candidate's CVs.

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