

THE ESSENTUALS OF VIDEO INTERVIEWING

2015 BARE ESSENTUALS CASE STUDY

HEADQUARTERED IN SAN FRANCISCO
30 COUNTRIES GLOBALLY
DIGITAL AND TRADITIONAL MEDIA PRESENCE

STRONG RETAIL PARTNERSHIPS
200 BOUTIQUES AND OUTLETS IN THE U.S.
PARENT COMPANY SHISEIDO OF JAPAN EST. 1872

BARE ESSENTUALS

Bare Escentuals is a global beauty company. The organization is influenced by the artists in their community, so the company's heart and soul is in everything they do. Their goal is to make women feel beautiful by connecting with them on a deep and emotional level above all else.

Headquartered in San Francisco, the majority of their business is within North America, although they have a global presence, with interests in over 30 countries. Bare Escentuals products are distributed through mass beauty retailers Sephora and Ulta, digital distribution powerhouses QVC and via televised infomercials, and through their 200 boutiques and outlets around the U.S. Most well-known for their product, Bare Minerals, Bare Escentuals is part of the Shiseido Group of Japan - one of the largest and oldest beauty brands in the world.

THE ISSUE

Because Bare Escentuals sources and hires spirited candidates from around the country, they had used free video interviewing platforms to reduce travel costs and speed up the hiring process. While the internal hiring professionals understood they had to move away from geographical constraints, they also acknowledged their growing need for security and storage, as they were using video interviewing and screening for positions at the middle management level and higher.

They are a renowned beauty company, so there are visual needs when interviewing candidates. Recruiters need to see how the candidates present styles and educational information. "At times in the beauty industry, interviews require a candidate to show how they would teach different makeup techniques. The interviewer needs to be able to assess both the candidate's communication and presentation style, as well as their actual knowledge of makeup application." Allison Ross, Director of Talent Acquisition at Bare Escentuals, said. "We need to use video interviewing to assess these skills."

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Director of Talent Acquisitions
Bare Escentuals

Allison Ross, Director of Talent Acquisition at Bare Escentuals explained that the decision to move away from consumer technology to conduct nationwide talent searches reached an apex when the IT department began questioning the decision. In addition, interviewing proved frustrating when recruiters and candidates faced technical problems during interviews. The IT department encouraged the recruitment team to find another solution to their video interviewing issues.

THE SOLUTION

So, Ross began looking for a video interviewing solution that would not only put their IT

department at ease, but would also easily integrate into their current recruitment practices and make the interviewing process headache free for the growing company.

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After some research, Ross decided **GreenJobInterview** was the best choice. “I loved the ease of the product and how simple their interface is,” Ross explained. Their customer service and ease of use sold Ross on the product over other video interviewing platforms. **GreenJobInterview** provides Bare Escentuals with ease of scheduling interviews, even if it's last minute. And frustrating interviews were a thing of the past with tech checks performed by the U.S. based service team before every live interview.

THE RESULTS

Since they implemented **GreenJob Live**, Bare Escentuals has been impressed with the quality of the product and the company. “They have fantastic customer service and quite frankly, that has pulled through since the beginning. Their level of customer service is outstanding.” It took very little time for the Bare Escentuals team to adjust to the product, minimizing disruption to the recruiting and hiring process itself.

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In the over 150 interviews they've had using **GreenJob Live**, the Bare Escentuals talent acquisition team have reported minimal technical issues. Ross reported fast resolution of those issues that did crop up during the company's nearly 3 year tenure with the video interviewing platform. Bare Escentuals' candidates have taken note of **GreenJobInterview's customer service** as well, saying how beneficial the Tech Check is before their interview.

“We've found there's been a lot of enthusiasm using the product to reduce travel costs. We can narrow the candidate pool before flying candidates to meet with us in person. I think there were people apprehensive about using GreenJob Live, but with the level of customer service and the ease of use, they quickly realized how great the product is.”

ALLISON ROSS

Director of Talent Acquisitions
Bare Escentuals



[greenjobinterview.com](https://www.greenjobinterview.com)



info@GreenJobInterview.com



U.S. Toll-Free (888) 838-8331

Outside the U.S. +01 (714) 444-5500