

Green Job Interview

Exposing the Top 10 Most Common Video Interviewing Myths



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Much of the Fortune 500 is enamored with video interviewing technology. Why? Because this technology has the power to transform the recruiting process and elevate the candidate experience. Despite this power, there are many myths surrounding video interviewing. As video interviewing begins to hit its stride in HR technology, many businesses have come to question whether they truly know all there is to know about this powerful technology. We've collected the 10 most common video interview myths and are exposing how wrong these are.



Myth #1: Skype and online meeting rooms are the same as video interviewing.

The number one myth about video interviewing is that Skype and online meeting rooms are the same. Unfortunately, not all technology is created equal. Skype and online meeting rooms can actively harm your employer brand. Consider that neither of these technologies is branded or offers candidates an immersive experience. They allow two parties to speak together online, but they don't adequately tell a compelling story. It's this compelling story that encourages candidates to join one organization over another, not the ability to meet online.

Only video interviewing takes the candidate on a journey. Video interviewing is immersive, exposing candidates to branded environments. Welcome videos tell a deeper more nuanced story and show the candidate what it would be like working with the team. All of GreenJobInterview's live video interviewing rooms are customized with your company's name in the URL, making the company appear digitally mature and impressive. Additionally, GreenJobInterview's platform offers concierge level live proactive technical support, secure connections, and collaborative tools. Skype and online meeting rooms don't sync up with employers' applicant tracking systems. And they don't communicate with candidates prior to the big interview. Video interviewing is the only meeting technology to offer these features to enhance the candidate experience and simplify the hiring process.

Myth #2: Video interviewing is discriminatory.

One of the challenges to Talent Acquisition is to treat all candidates the same. Discrimination can occur when hiring managers judge candidates on different factors. Video interviews allow hiring managers to ask all candidates the same bank of questions, using the same criteria to judge candidates. A recent EEOC decision has deemed that video interviews are not discriminatory in nature due to these kinds of features and control. The ability to see a candidate on video does not mean it is discriminatory in nature. During live interviews, hiring managers see the candidate as well.

Video interviews do enhance diversity because they offer multiple team members the ability to collaborate. From GreenJobInterview's dashboard, hiring managers can view, rate, and share candidates' video interviews to increase the number of diverse voices in the hiring process. In live video interviews, up to 16 hiring managers can log into one interview at once to give a panel interview. The chances of discrimination in the hiring process lessen significantly when more hiring managers collaborate.

Myth #3: Video interviewing can replace a recruiter's expertise.

There is nothing that can replace a recruiter's expertise. Recruiters are by nature the most skilled at uncovering the traits and skills that would be most successful within an organization. Video interviewing actually supports this expertise by allowing recruiters to streamline the process. In the time it takes a recruiter to perform one phone screen, a recruiter can view, rate, and share 10 video interviews on demand. This helps make a recruiter even more effective. When the barriers of time are removed, recruiters can really let their talents shine.

Myth #4: Video interviewing is only for hiring long distance candidates.

Video interviewing can be very effective to hire both short and long distance candidates. While it may not seem an inconvenience to schedule hiring managers to meet with a candidate down the street, the complications of finding matching schedules and arranging all parties to be in the office at once can mount. One of the reasons why video interviewing is so popular with employers hiring in their own neighborhood is the ability to connect candidates and hiring managers anywhere in the world. If a division leader is traveling, they don't need to wait to

make that critical hire. If a hiring manager wants opinions from coworkers in multiple offices, video interviewing can connect them. GreenJobInterview's video interviewing platform can connect 16 individuals on one screen from the closest and most remote parts of the world at the click of a mouse.

Close distance candidates' schedules are often just as hard to match with hiring managers' schedules. From the GreenJobInterview platform, Talent Acquisition can automatically schedule candidates for live video interviews against open availability in the hiring manager's schedule. In the applicant screening phase, they simply need to sit back and wait for the candidate to record their video interview on demand within the set time period. This makes the hiring process easier for all parties involved.

Myth #5: Candidates won't like video interviewing.

Some people are camera shy. However, video interviewing traditionally helps introverts to give a more successful interview. After viewing the customized easy to use platform, many candidates relax and are better able to articulate their answers knowing they're not face-to-face with somebody who has their future career in their hands. Many candidates like to take their video interview at home and are therefore more comfortable in their environment. In our surveys, 98% of candidates prefer video interviewing to traditional interviewing methods, in part because of this enhanced comfort.

GreenJobInterview is sensitive to the shyness people can have while conducting a video interview. For this reason, we offer features such as the ability to turn off screens mirroring what is being broadcast. This often helps candidates to relax and focus while conducting their video interview.

Myth #6: Video interviewing software is hard to use.

Not all candidates or hiring managers are technically savvy. For this reason, GreenJobInterview has created the easiest to use video interview platform. Everything is simplified with large buttons and screens directing users to the next step in the process. Navigation is simple and review features include graphics such as thumbs up and thumbs down in addition to a starred rating system. These familiar icons enhance the user experience.

To make it even simpler, our team offers proactive live concierge level customer support. All candidates will receive a technical check prior to their big interview and interview tips to encourage their success. All hiring managers and schedulers receive dedicated Customer Success Managers who perform trainings to ensure a superior experience every time. If at any time, a user is unsure of the technology, our team offers best in class support.

Myth #7: There's no support using video interviewing technology.

Not all video interviewing companies are the same. At GreenJobInterview, we offer the very best in class customer service. Candidates and hiring managers always receive the very best care. This is a white glove concierge level customer service experience, whether over the phone or via email. Our team proactively reaches out to candidates to perform technical checks and shepherds them through the process. Their impressive customer service greatly adds to the candidate experience and leaves candidates excited and hopeful. Hiring managers are similarly treated to proactive account management with their dedicated Customer Success Manager. They receive proactive live trainings, weekly huddles to discuss the hiring process, and constant attention and feedback. We pride ourselves on being a natural extension of the Talent Acquisition team.

Myth #8: Video interviewing is expensive.

Video interviewing is very cost effective. Whether paying per interview or under a contract, GreenJobInterview can offer huge cost savings. We have been able to save customers millions of dollars in recruiting costs per year by using our video interviewing platform. One large healthcare customer has saved almost a million dollars on one project alone! Video interviewing saves in multiple ways- by increasing efficiencies, reducing time to fill, reducing travel costs, and removing barriers to hiring across borders.

Myth #9: Small businesses can't use video interviewing.

Video interviewing is appropriate for businesses of all sizes. Whether your business is a 30-person startup or an enterprise level multi-national conglomerate, video interviewing can save you both time and money. Small businesses may want to focus on applicant screening using

video interviews on demand, or they may want to hire a new star employee from half a world away. Both are possible at a low cost.

Myth #10: Video interviewing is not a necessity when you interview in person.

While interviewing in person is a great way to meet candidates, so is video interviewing. The power of video is that interviewers can see the candidate, hear their voice loud and clear, and pick up on nonverbal communications such as micro-facial expressions.

Video interviewing can also enhance the eventual in-person interview. For those businesses who want to meet the candidate in person as a last step, there are multiple ways in which video interviewing can improve the hiring process. Firstly, video interviews on demand can provide a wonderful applicant screening tool. Advanced technology can print out candidates' answers to their hiring questions, having it available for later reference in the candidate's profile. During the live interview, video interviewing can seamlessly connect employees from multiple geographically dispersed offices, offering more diversity in the hiring process. The barriers to distance and time are removed using video interviews.