

How to Build a Business Case for Video Interviewing

Human Resources and Talent Acquisition are at the forefront of a technology revolution. Technologies such as video interviewing have emerged to drive business forward and significantly reduce costs. But change can be difficult for many organizations. This is why so many continue to use outdated technology long after its usefulness has passed. In order to make a lasting change to the way talent is hired, it's important to build a business case for doing so. This can educate decision makers on the problems with current hiring methods and provide actionable solutions to make the change to video interviewing technology. Using the following steps, you can successfully build a business case to switch to video interviewing:

1. Identify the problems with the current hiring process.

You're already aware of problems with your current hiring process. These can include rising hiring quotas, reduced budget, and a lack of qualified candidates. Articulate what these problems are and conduct an assessment to define what Talent Acquisition will need to be successful within these parameters. If Talent Acquisition cannot be successful within these parameters, identify why and what portion of the hiring process will need to change.



Example: Rising quotas and reduced budgets have become a problem and therefore, the interviewing process could pose a significant challenge to Talent Acquisition. This could further be exacerbated by ballooning interviewing costs when qualified candidates are located outside of a narrow geographic area.

2. Identify a solution to solve the problems with the current hiring process.

If you've identified that you'd like to use video interviewing, you've already got the solution in mind. Now you need to articulate this solution to the rest of the decision makers.



Example: Video interviewing can allow the Talent Acquisition team to hire across borders, reduce time to hire, and reduce budgetary spend. This will allow Talent Acquisition to comply with tighter budgetary requirements, rising talent quotas, and remove barriers to recruiting more skilled candidates.

It is important to connect the solution to the overarching business problem. Be sure to tie the two ideas together so decision makers have a basis for why the organization needs to change.

3. Identify the impact on the organization as a whole.

Lasting change must be tied to the impact on the entire organization. Talent Acquisition may have problems with the hiring process, but if it is not tied to overarching business goals, they may find little support for making a change from existing practices to video interviewing. Hiring is one of the key drivers for business growth and should be tied to such overarching business goals.



Example: Video interviewing will allow Talent Acquisition to expand talent pools and hire more key employees to drive growth. This can produce an average of 9% additional output per employee at a 7% cost reduction per hire.

Absent a statement of the impact on the organization as a whole, the problem Talent Acquisition is trying to solve becomes minimized. Connect the problem to the organization's vision, mission, or business direction for maximum buy in.

4. Present budgetary requirements and tie these to the benefits of your selected solution.

Changing the organization's direction often means spending money. Decision makers will want to know exactly how much money they'll have to spend in order to save money or enhance output down the line. Obtain information on your solution's capabilities to educate your organization on the benefits you will receive. Tie these to how the organization will benefit as a whole.



Example: GreenJobInterview's video interviewing solution will require a \$20,000 contract for a year. Under the terms of this contract, we will receive video interviews and gain concierge level customer support for our users and clients in addition to custom employer branding. These items will enhance our Talent Acquisition team's ability to hire more employees at a lower cost and in a smaller period of time.

5. **Outline the implementation schedule.**

Once decision makers have been alerted to the problem, the video interviewing solution, and the budget, they need to be made aware of an implementation schedule. No organization wants to abandon their current practices without a clear road map outlining when they'll be able to use the new solution. It's helpful to include clear milestones and a project deadline so stakeholders can be prepared for the transition.



Example: GreenJobInterview can immediately turn on our video interviewing software, but they expect to have personally trained all of our users and hiring managers in less than one month. During this time, they have agreed to prepare custom employer branding materials, deliverable in the first two weeks. Once staff has been trained to use the software, GreenJobInterview's dedicated Customer Success Managers will perform weekly huddles to provide action items and tips for success and ongoing training as necessary.

Building a business case for video interviewing does not have to be a daunting experience. Instead, Talent Acquisition and HR leaders can collaborate to produce a persuasive case for adopting this important change in the organization. For more data to use in your business case, please read through our video interviewing Downloads section at <http://greenjobinterview.com/resources/downloads/>

If your team is ready to make the switch to video interviewing, please schedule your free demo by emailing sales@greenjobinterview.com