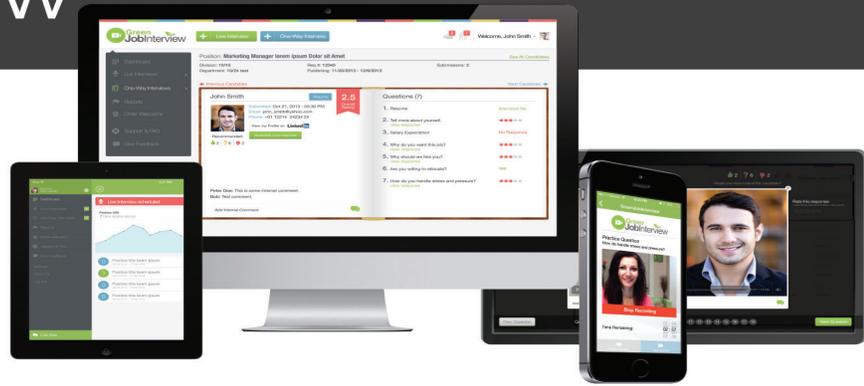


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ANYTIME.  
INTERVIEW SMARTER.**

**FREE DEMO**



## **Bridge the Skills Gap with Video Interviewing**

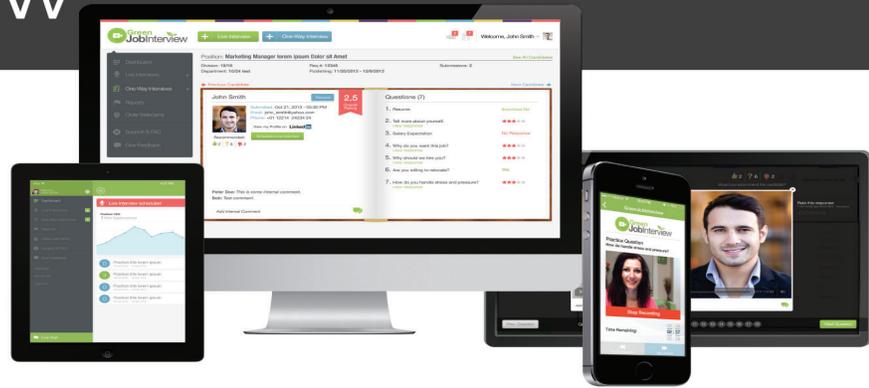
As the global economy continues to improve, employers are offering a record number of jobs since the recession began. However, according to the Manpower Group's 2015 Talent Shortage Survey, approximately 50% of businesses are experiencing difficulty in filling these open job positions. This has led to a vibrant conversation about a growing "skills gap."

Jobs such as those in the STEM sector (science, technology, engineering and mathematics) have been particularly hard to fill. Many employers have found that their open job positions stay empty longer than anticipated. The longer these jobs sit empty, the lower the company's productivity and the larger the hit to the employer's bottom line.

These jobs don't have to sit empty. Employers do not have to sacrifice profitability to find the right candidate for the role. Instead, they can turn to video interviewing to provide the solution they need. Video interviewing allows employers to remove the barriers to recruiting and interviewing candidates, further enhancing their ability to continue to collaborate with them once hired.

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## Reach New Talent Pools with Video Interviewing

In many cases, the “skills gap” is a localized problem. Increasingly, this is causing employers to reach across borders- whether state or national, to find talented candidates. Video interviewing makes this process easy. Using video interviewing software, employers are able to interview candidates from anywhere with an internet connection. The barriers of distance are removed because this process is conducted online in a virtual based meeting room. Employers are able to invite candidates into an online meeting room to conduct live personal video interviews without the need for costly travel expenses. No longer do hiring managers have to pay exorbitant travel fees to meet a candidate. Live video interviews provide interviewers the ability to “meet” virtually. Only video interviewing can provide them with the same ability to assess nonverbal cues that accompany their statements.

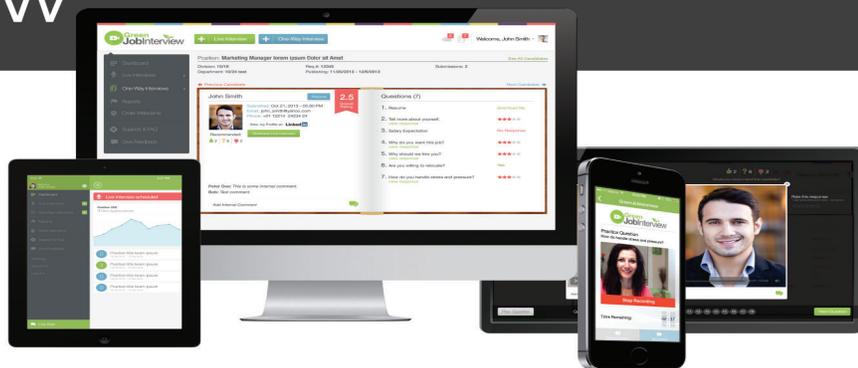


## Video Interviewing Provides an Efficient Means to Screen Candidates

Finding a qualified candidate during a “skills gap” can be a little like looking for the proverbial needle in the haystack. If your open job position draws hundreds or even thousands of applications, how does the recruiting team easily screen candidates?

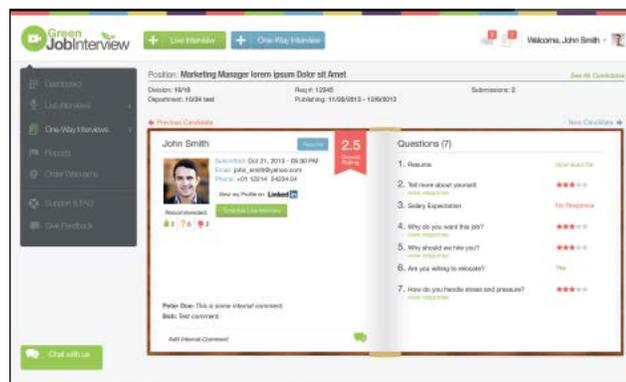
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By using video interviews on demand, employers are able to optimize their candidate screening process. Using this method of video interviewing, a hiring manager is able to send a brief set of questions to a candidate to answer at their leisure. Once the hiring manager receives these recorded video interviews on demand, they are able to screen 10 in the time it takes to perform one initial phone screening. Text filtering capabilities further enhances their ability to search for the best candidates in less time. This allows the recruiting team to spend less time with candidates they don't want and more time with candidates they are interested in hiring.

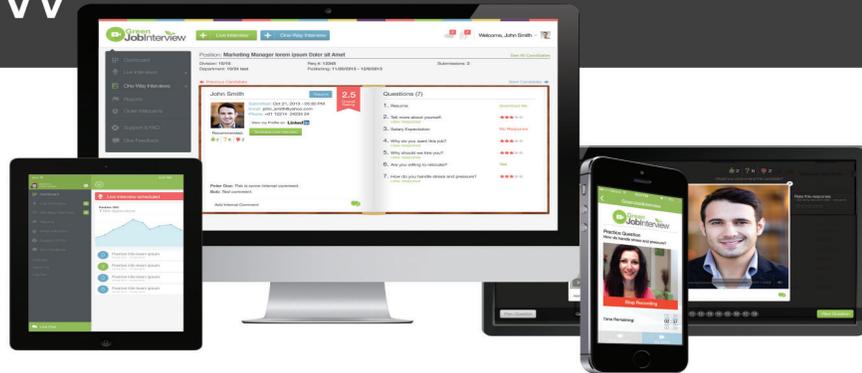
### Enhance Collaboration with Video Interviewing



In order to hire the best candidates, employers are recognizing and embracing the need for collaboration. Video interviewing enhances collaboration between recruiting teams because they are highly shareable. Whether viewing video interviews on demand or connecting multiple team members into a live video interview, employers are able to quickly evaluate candidates from a variety of experiences and viewpoints. From one dashboard, hiring managers are able to further score a candidate and make comments on their performance. This strengthens the evaluation process, making it more likely the recruiting team will hire the best candidates.

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## Video Interviewing Facilitates Conducting Real Time Assessments and Tests

Many employers have found the best way to determine a candidate is the right fit for the role is to conduct an assessment or test. Critical skills can be easily assessed using video interviewing. During a live video interview, hiring managers can easily ask for demonstrations of technical knowledge, sales pitches, and more. This simplifies the hiring process, eliminating the need to send separate tests to candidates to complete. The screening process is simplified and enhanced using the power of video interviewing.



Video interviewing is a powerful tool to help employers hire during a “skills gap.” It’s easy to use and adaptable technology enhances the screening process and allows employers to reach across borders to offer dynamic interviews. No other piece of the hiring process can offer this kind of experience. To obtain a free demonstration of GreenJobInterview’s video interviewing solutions, contact our Sales team today at [sales@greenjobinterview.com](mailto:sales@greenjobinterview.com)