THE RECRUITING GAME HAS CHANGED

Hiring top talent has become more competitive, time-consuming, and expensive. Changing market dynamics have shifted recruitment priorities to concepts like “culture fit” and “candidate experience.” In addition, new generations have entered the labor market, bringing with them a different set of expectations. Now, candidates are interviewing you as much as you are them. And they are making decisions beyond just compensation. Today’s job seekers value personal relationships formed with a potential employer. But many companies still follow outdated hiring methods and are scratching their heads to get quality candidates in such a competitive market. Companies that wish to remain relevant need to think creatively and embrace technology innovation to attract top talent. Looking back on all the changes that technology has brought to HR professionals, makes it apparent that constant refinement of the hiring process is required.

A LOOK BACK ON RECRUITING ADVANCEMENTS

The recruiting tactics, methods, and technology innovation have really changed the way recruiters and hiring managers engage with candidates. While some companies still resist technology changes doing so, will lose competitive advantage in a candidate-driven market. Adaptation is more paramount for smaller organizations as they are already at a disadvantage with perks and compensation. HR resistance to technological innovation will result in an "Amazon or Uber" moment of "our candidates will not....". Let’s take a look back on how far we have come in less than ten years. What will the next 10 years look like?
"Change before you have to."
- Jack Welch
CURRENT RECRUITING CLIMATE & COMPETITION

This year has already been a benchmark year for the staffing and recruiting industry. Organizations have placed a heavy emphasis on improving ways to engage and retain employees. Buzzwords like "candidate experience," "culture fit," and "artificial intelligence," became mainstream industry-wide. And the companies that are showing success in attracting skilled employees recognize that conditions in the labor market have changed.

3.8% National Unemployment Rate (2018)

9.8 Million Jobs will be created from 2014 to 2024

6.6 Million Job Openings (2018)

Competition is fierce in several key sectors, such as healthcare, finance, tech, and legal with these industry unemployment rates in all-time low ranges of 1.7-2.5%. These figures sink even lower in certain cities with cut-throat job markets, like San Francisco, Austin, or New York. These markets create constant "recruiting headaches" to find new creative and innovative ways to reach talent. Talent acquisition has not only become more of an art than science in these markets but speed and developing personalized relationships with candidates is critical in getting "accepted offers." In these markets, candidates are accepting three to four job offers and "ghosting" the others on start day.
A CANDIDATE DRIVEN MARKET

REACHING CANDIDATES THE WAY "THEY ARE ALREADY COMMUNICATING" AND FAST

Historically, most companies treat hiring as a rushed little administrative ritual (usually squeezed in between other daily tasks). But now the candidates are in the driver seat, "focus and speed" is paramount. The improving economy means candidates don't have to cling to every job opportunity. And the companies that lack dedication and speed to get quality candidates, are the ones complaining of "not getting any good quality candidates." Candidates want authenticity and not a "shotgun approach" to hiring. While hiring managers have a "day job", HR executives have to be smart with their resource time using technology such as live video interviews to get to candidates faster, while still developing face to face personalized relationships.

54% of candidates said that scheduling a convenient appointment was paramount.

73% of job seekers are passive candidates, who already have a job but are looking for other opportunities. These candidates will have more difficulty in scheduling an interview.

86% of recruiters think the labor market is candidate-driven

80% of people would take one job over another based on personal relationships formed during the interview process.
TODAY'S JOB SEEKER

RECRUITING ISN'T ONE SIZE FITS ALL

Companies need to realize that depending on the job, the level, and the location, the same recruiting strategy, and execution will not work for every position. Recruiting needs to be more agile than ever before to be flexible, to test, and to be open-minded to change.

While different generations prefer to interact and communicate differently, don't discount Baby Boomers from being tech savvy. They are the largest demographic that has increased smart phone usage and video communications as they are interacting with kids, grandkids, and co-workers.
TODAY'S JOB SEEKER

HAVE YOUR MILLENNIAL RECRUITING DOWN?

GET READY FOR GEN Z.

Some companies have largely taken a neutral focus on attracting younger generations to work for them. This may be because employers don't know how to engage and attract these generations or won't acknowledge the importance of preparing for the 2020 workforce. While 2020 may seem far out to some, let's face the fact that it's one budget year away.

In markets such as hospitality, retail, and restaurants you are already finding out how to reach and attract GenZ. GenZ's will be the largest generation to go straight into the workforce and not attend college. Here are some things that are important when attracting Millennials or GenZ's:

- Flexible work options
- Opportunities for advancement
- Mentorship

Both generations rate a company being authentic key in the hiring process. Using innovation hiring tools with these demographics will help you to better read their emotions and facial expressions during an interview to understand what triggers them most.

Work-Life Balance, Career Advancement and Culture are Most Important to Millennials

21% of Millennials say the ability to work from home kept them most engaged and likely to stay with an employer.

53% saying career pathing and incremental progression to new roles in the company were most important.

Millennials will make up 75% of the global workforce by 2025.
I got an offer too fast.

Says, no one EVER.
IMPORTANCE OF CULTURE FIT
Culture has become one of the highest priorities for hiring

Culture fit has become an important signpost for today's hiring professionals. This concept means that an employee and a company's beliefs and behavior are in alignment. Research shows that employees who fit in well with their company perform better, stay longer, and express greater job satisfaction.

Finding the culture fit is highly coveted among the young, emerging workforce. When looking for a job, younger generations value to certain intangible qualities, such as authenticity, transparency, and personal connections from a potential employer. In addition, while culture fit is huge for the candidate, it's also a top deciding factor for hiring managers.

Likewise, employers also need to pay attention to how these new workers will potentially fit into their current operations. The ability to discover culture fit early in the hiring funnel vs. only when you have interviewed them in-person can save significant resource time.

60% of recruiters say culture fit is the most crucial factor in deciding to hire.
50% of employee engagement stems from culture fit.
20% the increase in productivity from an engaged employee vs. a non-engaged employee.
INVESTMENT IN CANDIDATE EXPERIENCE

Industry leaders, such as Google, Zappos, MailChimp have hired Chief Culture Officer's to ensure the candidate experience is just as important as the customer experience. Companies large and small are investing in candidates and workplace culture to attract talented individuals to work for them.

Your hiring process is proven to be a direct reflection of our consumer brand. The success and/or failures during the recruiting process can lead to new customers or loss in customers. Companies that want to recalibrate their talent acquisition processes need to be aware of how the "candidate experience" affects them. Like customer experience, the candidate experience is reflected in an applicant's overall perception of a company's hiring process.

- 87% of HR and executive professionals said culture was important to their business.
- 97% of candidates who had a positive candidate experience would refer others to apply.
- 88% of candidates with a positive candidate experience would increase their purchase with the company.
- 55% of candidates with a positive candidate experience would tell their social media network about the experience.
THE COST OF A NEGATIVE EXPERIENCE

A negative candidate experience can not only affect future hiring, it can cause a dip in your overall revenue from customers. The "don't pay attention to our bad reviews, they were from disgruntled ex-employee", doesn't work anymore. Search engines pick up these reviews and Gen Z and Millennials buy on companies being authentic. Not getting many applicants? What do your reviews say?

60% of job seekers reported having a negative candidate experience.

72% of candidates that had a bad experience told others about the experience or shared it on an online platform.

63% of candidates rejected an offer because of a bad hiring experience.

57% of job seekers reporting a negative candidate experience boycotted the company's products afterward.

80% of employee turnover is due to bad hiring decisions.

41% of employers estimated that a bad hire could cost $25,000.
Candidates evaluate your entire brand based on the interview process.
CHAT BOTS

Will chat bots replace recruiters?

There are more questions floating around with HR professionals around artificial intelligence "chat bots" than answers.

- Will it replace recruiters?
- Will AI be able to detect emotions at some point?
- Is it scalable and teachable?
- Is it ready for prime time?
- Does it increase or help managing biases?

Chat bots can be used during the recruitment process to engage with prospective candidates and save recruiters from top of the funnel tasks. It can start by asking the candidates basic questions, then direct them to the appropriate next action to apply, schedule an interview or "thanks but no thanks". Chat bots can help recruiters with filtering candidates, especially in high-volume and entry-level hiring. Most companies using them today are using them for narrowing the top of the funnel for mass entry-level hiring. The technology has been there a long time (similar to Interactive Voice Response-IVR’s) that have been used with speech recognition for many years for call center type employees.

Where the chat bots have not been used much is anywhere below the "top of the funnel" to help with reducing hiring resource costs outside of getting the applicants to apply. Most candidates know they are talking to a piece of code and not a human being. Chat bots are still lacking at being able to dedicate emotion or soft skills that a human interview can detect.

Companies that use chat bots are still augmenting the "pass through gates" with video interviews as the next step in their hiring process which helps with the ROI.

✅ Screener Questions ❌ Replace an Interview
PRE-RECORDED INTERVIEWS

Pre-Recorded Video Interviews aka On-Demand or 1-Way

9% of candidates preferred pre-recorded video interviews

A one-way video interview has been around for many years. This is where the applicant makes a digital recording of themselves answering a set of pre-scripted questions. The candidate uses the video format to answer timed questions relating to their skills and experience. The candidate submits the video after never talking to anyone in hopes to hear back. The candidate has no interaction with a company representative. And they have no way to learn more about the position, other than what was provided beforehand. Similarly, under this platform, the hiring professional cannot ask a candidate to expand on their remarks until a follow-up conversation is scheduled.

A pre-recorded interview sometimes can help identify some culture cues, however, it can also misread the candidate. In addition, there is no way to tell if a candidate is giving a polished and well-rehearsed (i.e. unauthentic) one-way performance. Either case, a follow-up interview needs to be scheduled.

Hiring managers are on the fence about on-demand interviews, which are typically used only for entry-level positions. Most HR professionals agree they wouldn’t use this process for management positions.

The verdict is still out if it adds or reduces time for hiring managers, there are advocates on both sides. However, the verdict isn’t out on candidates not liking the “black hole” process.

Entry Level Mass Screenings

Cannot eliminate in-person interview, can create biases, can increase fill time.
LIVE VIDEO INTERVIEWS

5 minutes of live video interviewing has the same predictive effect as a traditional 200-question assessment.

Live Video Interviews aka 2-Way Video Interviews

34% 57%

preferred in-person interviews of candidates preferred live video interviews.

A "live" video interview allows hiring professionals to conduct a real-time video interview just as if the person was sitting in front of you from anywhere on the globe. This interviewing platform can provide remote, face-to-face interactions that help businesses gain a better grasp on a candidate's character, emotions, and credentials. Generally, companies that are interested in live video interviews have a decentralized hiring process, many locations and hiring managers, a widely dispersed recruitment force, or needs a competitive advantage. In some blue-collar or entry-level positions where one in-person interview equals a hire, this is being used as a replacement for quicker fill time and reduction in no-shows.

Live video interviews allow you to see how candidates "think on their feet" and react in real-time. The process allows hiring managers the ability to "sell the position" better and measure cultural fit. With the competition fierce in most industries, this allows you to develop a personalized relationship with key candidates and stand out over the "phone interview" clutter. While live video interviews aren't meant for every role, there aren't many positions that cannot benefit from reduced fill times (7-14 days) and resource time (56%) while increasing the candidate experience.

Decrease fill time
Highest ROI

Requires a human, like an interview
Candidates demand convenience and personalization.
PRE-RECORDED VIDEO INTERVIEWS

CANDIDATE EXPERIENCE

"Hearing a script about a company prior to answering one-way questions, doesn't tell me about the company culture."

"I wonder about employers who don't have time to talk to a candidate live, but spend the same time watching video interviews later."

"This type of screening is impersonal and makes a bad first impression."
PRE-RECORDED VIDEO INTERVIEWS

RECRUITER EXPERIENCE

"It increased my workload of having to watch all the videos to narrow it down. It opens the flood gates."

"With over 250 resumes per job opening, we can't really watch each video, so you're just selecting who to watch."

"You can identify some culture cues, but follow up is required, not eliminating another interview. It adds to the process."
LIVE VIDEO INTERVIEWS

CANDIDATE EXPERIENCE

"When companies use this technology, it gives you a glimpse of how innovative and forward thinking they will be."

"I remember companies/recruiters that do video interviews, I can't remember the names of the people that did phone interviews."

"I didn't have to take off work or be stuck in traffic on the way to my interview, which respects my time."
LIVE VIDEO INTERVIEWS

RECRUITER EXPERIENCE

"I can identify if they are a culture and brand fit within first 3-5 minutes. This reduces my 1 hour phone interview down to 10-15 minutes."

"With more hiring not done on resume or education, quick video interviews allow you to not miss great candidates on resume alone."

"We can video interview candidates who HAVE a job at their convenience, giving us better access to quality candidates vs. just unemployed ones."
HOW TO NARROW THE HIRING FUNNEL

Each company's hiring process funnel is different, however, each bucket of your hiring funnel can be evaluated for technology innovation and what can augment your hiring process to fill positions faster, reduce hiring costs, and increase the candidate experience.

STEP 1
GAIN COMPETITIVE ADVANTAGE

STEP 2
6X FASTER THAN PHONE

STEP 3
REDUCE HIRING COSTS BY 2/3

CAPTURE
SCREEN
INTERVIEW
HIRE

Only bring in the very best candidates and save resource time from having video interviewed them earlier in the process.

6x faster than phone screens helps hiring professionals to narrow down top talent faster.

Stand out and reach higher quality candidates who are working to "sell them" on the position to "want" to take off work for an in-person interview.

DOWNLOAD the full Infographic
WHAT IS YOUR LIVE VIDEO INTERVIEW ROI?

840 minutes  Traditional Interview
600 minutes
540 minutes
300 minutes
240 minutes
336 minutes

Live Video Interview

$4129
21 Days to hire

$2312
14 Days to hire

ROI BACK IN
2.6 HIRES!

$1817
Savings per hire

DOWNLOAD the full Infographic
WHERE TO START WITH LIVE VIDEO INTERVIEWS

**Recruiting**
Open up new recruiting areas from competitors and prospective "working" candidates by providing convenience.

**Seasonal/New Location**
Hire faster and remotely for seasonal and new location hiring, without pulling managers off operations. Save travel costs and resource time.

**Virtual Job Fairs**
Conduct more frequent virtual video job fairs and not be restricted on time that works for "slow operations" hours. Reduce the time and effort for on-site job fairs and increase candidate quality through higher accessibility.

**Phone Screens**
Augment the phone screen and find out more in a 5-minute live video interview than a 200 question assessment.

**Hiring Managers**
Provide innovative tools for hiring managers to do initial interviews through live video tools. Allow them to reduce hiring time and reach more quality candidates, faster.

**Virtual HR**
Provide video HR services to remote locations that do not have on-site HR support. Reduce costs for hiring additional HR resources while providing a centralized location. Improve your employee retention and be authentic.
LIVE VIDEO INTERVIEWS CHECKLIST GUIDE

1. RUN A WEbrtc CHECKER
For the hiring manager and recruiter that will be conducting live video interviews. Have them go to test.webRTC.org and run the scan. This must be done in Chrome or Firefox browsers.

2. INVENTORY OR ORDER WEB CAMS
Of the computers that will be used, see which interviewers have web cameras (built-in or plug-ins). Or USB web cameras for people that do not have them (anything over 720p, however, 1080p is ideal).

3. ASK ABOUT YOUR NETWORK
Upon the checks you get in #1, you may need to talk to your network folks. Some companies especially with lots of entry-level employees (think call centers) or healthcare/financial services block video. If this is the case, you'll need to have them white-list video IP/ports for access/security. Don't worry, this is quick and easy.

4. REVIEW HIRING PROCESS
Evaluate your current hiring process and which parts of the interview process can be augmented with video interviews and/or replaced with live video interviews. Make a list of job functions and/or roles to be able to communicate to your staff.
LIVE VIDEO INTERVIEWS
CHECKLIST GUIDE

5. VIRTUAL JOB FAIR CRITERIA
Plan a virtual job fair for positions that meet the best criteria for a virtual video job fair. New locations, mass hiring, multiple openings and remote hiring managers'.

6. TRAIN STAFF
Train your recruiters and hiring managers on the live video interview platform. Make sure their computers, interview, and ability to conduct an interview is working properly.

7. INTERVIEW GUIDE
Discuss with your hiring managers and recruiters (depending on #4) which questions should be asked during the live video interview. This will vary depending on your hiring decision process.

8. REPORTING AND FEEDBACK
Determine how you will incorporate candidate feedback to your recruiters/hiring managers to provide better candidate interviews. Report on recruiter/hiring manager feedback per candidate.
That empty chair keeping you up at night?
HOW TO MARKET & PROMOTE VIDEO INTERVIEWS TO CANDIDATES

Live video interviews can plug into your existing hiring process in less than 48 hours. Gain a competitive advantage over competitors by engaging and attracting talented individuals using innovative recruitment technology. Here are some things to consider when implementing live video interviews into your recruiting strategy.

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PLUG INTO YOUR EXISTING HIRING PROCESS + REACH NEW MEDIUMS

Applicants & Resume Follow-Up
Invite qualified applicants and resumes to a video interview for a quicker fill rate.

Campus Recruiting
Reach more candidates attending or graduating college through their preferred channel to interview.

Career Site
Promote instant video interviews on your careers page to sell candidates without them having to take off work first. Convenience = More Candidates.

Targeted Social Campaigns
Run targeted recruiting ads to candidates currently employed with your competitors. Promote the video interview to sell them the position without having to take off work.

Talent Network
Engage more frequently with your talent network to understand emotions, mannerisms, and interest in upcoming positions.
VIRTUAL VIDEO JOB FAIRS

**Marquee & Retail Signage**
Promote virtual job fairs vs. in-person to get more candidates, employed candidates faster. Connect recruiters and hiring managers virtually without geographical constraints.

**Website**
Promote the virtual job fairs on your website and any careers pages where traffic is driven for candidates.

**Job Boards**
Put upcoming virtual job fairs in your postings/job boards. Attract candidates who are employed and cannot attend in person job fairs or first interviews.

**Social Media**
Promote hiring and job fairs on social media pages, create campaigns and increase attendance. Don’t worry about creating job fairs during “off retail” hours, create when candidates can attend virtually.

**Employee Referrals**
Promote the upcoming job fairs with existing staff to invite their friends and former colleagues. Consider adding incentives for candidates invite and/or hired from the job fair.
ONE DOES NOT SIMPLY GET A JOB

YOU MUST FIRST UPDATE YOUR RESUME, CONTACT YOUR REFERENCES, SUBMIT AN APPLICATION, WAIT A WEEK, SCHEDULE AN INTERVIEW, GO THROUGH A BACKGROUND CHECK, WAIT ANOTHER WEEK, THEN MAYBE GET AN OFFER

Don't End Up a Meme

UPLOAD YOUR RESUME

NOW PAINSTAKINGLY FILL OUT THIS FORM CONTAINING ALL OF THE EXACT SAME INFORMATION
CONNECT

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SOURCES

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Be content to act, and leave the talking to others. - Baltasa