

video interviewing

A PLAYBOOK
FOR RECRUITERS
AND CANDIDATES



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Good candidates are hard to find, but the most valued candidates are even harder to come by—that's why it's imperative to speak their language. With technology as the center of many people's personal and professional lives, recruiters should be on board with the communication avenues that candidates use most often. Text and call are some common platforms, but video call is now on the rise and has the potential to transform the recruiting industry. According to research, video interviews are 6x faster than phone interviews and can reduce time-to-hire by 7-14 days. For the same reasons recruiters vet applicants with a memorable impression, candidates also expect a positive candidate experience. Let's take a deeper look at how video interviewing can benefit both recruiters and candidates.

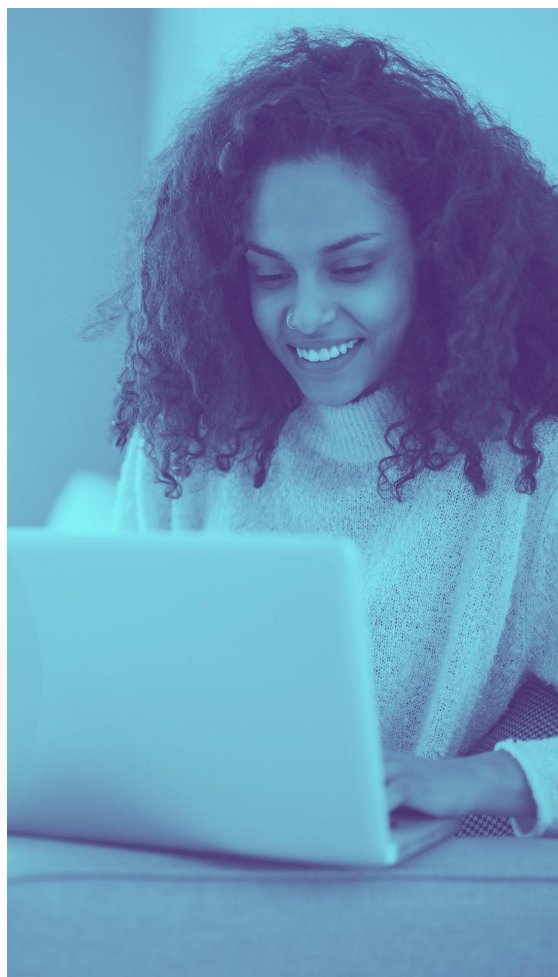


increased efficiency, reduced costs, and an opportunity to shine

Video interviews allow recruiters to connect with candidates from anywhere, at any time, and on any device. Not only does this save on time and travel costs for both parties, it ensures that recruiters and candidates are safe during sudden health or economic changes like COVID-19.

Furthermore, certain companies like **XOR** provide a video recording feature that enables candidates to send recruiters a brief video pitch along with their resume. Recruiters are usually swamped with resumes and applications, so getting to know new candidates through a bite-sized video pitch can provide a lot more insight into the applicant's background, personality, and skill set—making the decision-making and hiring process more efficient. Candidates also get the opportunity to shine by making a memorable first impression through their video pitch in addition to their resume, which can create a positive impression of the recruiter and company.

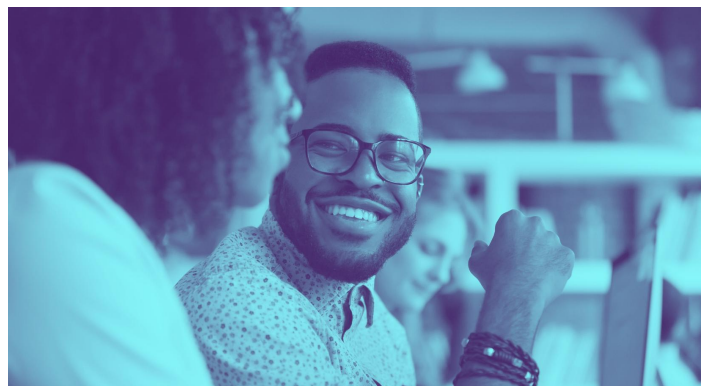
improved candidate engagement



During an interview, it's crucial that recruiters are giving their complete attention to the candidate—but this can be difficult if they are note-taking at the same time. To mitigate this, some companies like **XOR** provide a video and call transcribing feature that enables recruiters to remain focused on the interview while technology takes care of the rest. The video interview can be transcribed, downloaded, and saved for future reference—ensuring that recruiters have the full capacity to make their candidates feel valued and comfortable during every step of the hiring process.

reduced hiring bias

According to research, companies that ensure an ethnically diverse workforce are 35% more likely to perform above their respective national industry medians. However, achieving this can be difficult with unconscious bias; similarity or projection bias can prevent recruiters from hiring the best talent and may even deter new candidates from applying again. To reduce hiring bias, it's important to have a consistent hiring process, and video interviewing can help with that. By implementing a structured interview process and preparing specific video questions, every candidate will deliver their answers in a similar format. This ensures that recruiters are treating candidates equally and fairly.





Even as the recruiting industry grows and changes with technology trends, video interviewing will still remain a timeless method of attracting and hiring the best candidates. The flexibility, convenience, reduced costs, and improved candidate experience make it a must-have in every recruiter's toolbelt.



tips for a successful video interview

While video interviews are convenient, flexible, and efficient, adequate preparation is still required to host and participate in a successful video interview. There are many things both recruiters and candidates can do to ensure a smooth-sailing video interview experience.

01.

good lighting is key.

Video interviews should mimic an in-person interview as closely as possible, so considerations such as lighting can make the interview feel a lot more authentic. It's important for recruiters and candidates to find an area with good lighting; this allows for both parties to read body language and facial expressions better. Areas with big windows and natural light are a good start.



02.

minimize distractions.

Video calls allow recruiters and candidates to participate in professional interviews at the comfort of their own homes, but that also means both parties need to be aware of their surroundings. Find a background with as little clutter as possible as this can be distracting during the interview. This can be as simple as a white wall!

03.

dress to impress.

While video interviews are not held in-person, it's still just as important to dress to impress. Candidates should research the company culture and decide on appropriate attire for the interview.

04.

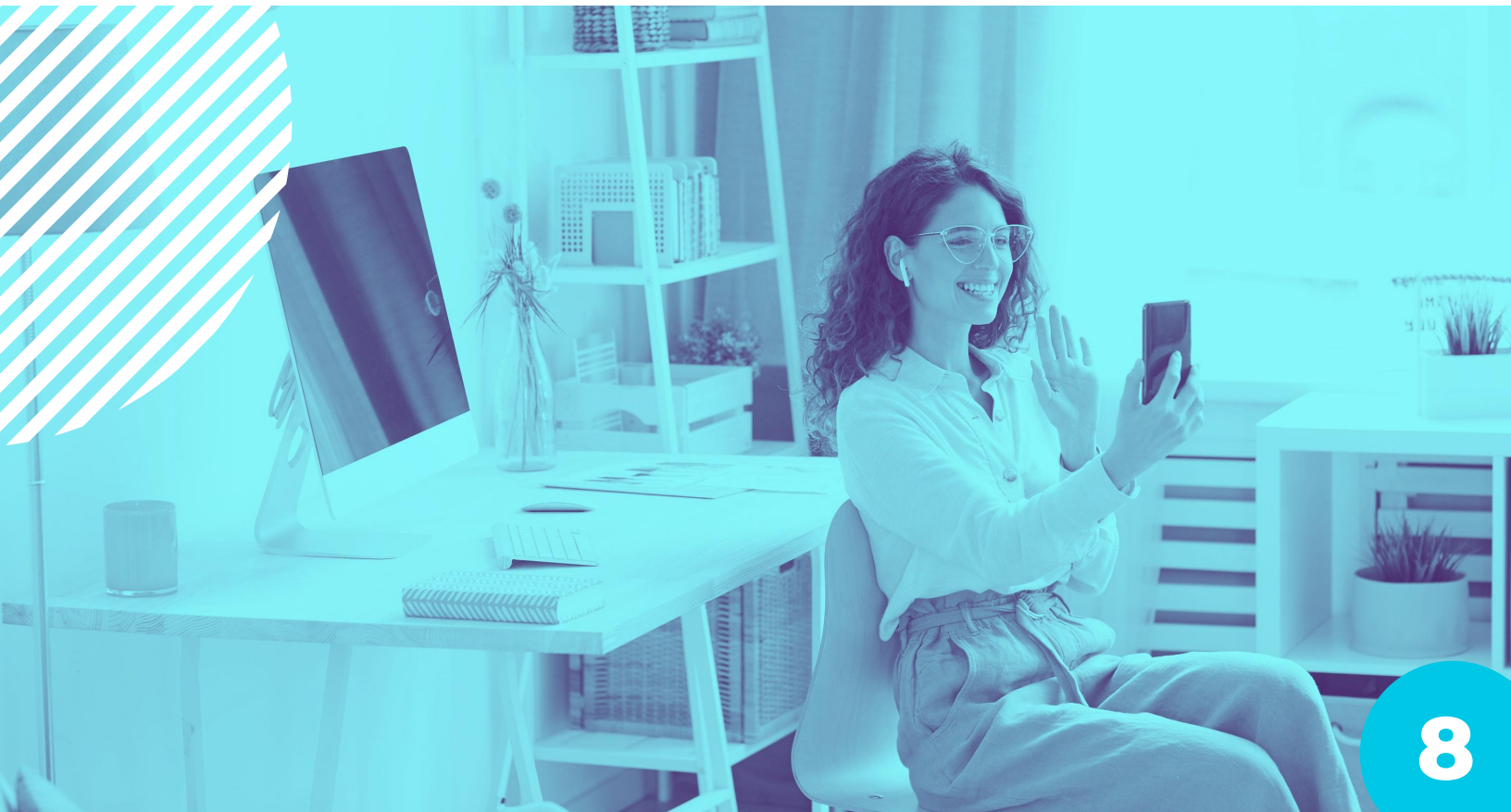
test your set-up.

Webcam functionality and internet connection are two of the most important things during a video interview. Parties should test their webcam and internet connect to minimize the chances of disconnecting mid-interview. It's also advisable for recruiters and candidates to have each other's phone number in case there are technical issues during the interview.

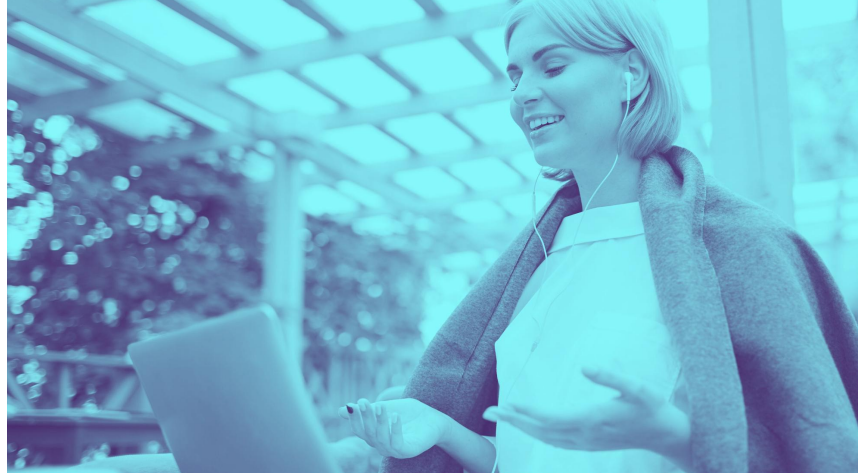
05.

make eye contact and smile!

Body language and facial expressions are just as important during video interviews as they are during in-person interviews. Maintain eye contact by looking at the webcam rather than your computer screen. Lastly, smile! Smiling conveys that you are satisfied with where the conversation is going, and is also a method of acknowledging what the other person said.



live video or recorded video interviews—it's up to you.



XOR believes in helping recruiters hire more efficiently by finding a solution that best fits with their current recruiting strategy. With XOR Video, recruiters have the freedom of choice when it comes to video interviews:

live video.

Recruiters can host live video interviews with their candidates. This is a great alternative to in-person interviews, especially in response to unexpected health changes such as COVID-19. Live video interviews are quick to set-up and can be hosted from any device. With **XOR**, recruiters and candidates can access the video call through a unique link that can be added to their calendars. Recruiters can also transcribe and record the call as a method of note-taking, allowing them to prioritize candidate engagement during the interview. The video recording can be saved for future reference and used to improve recruiting strategies.

on-demand video sequences.

Recruiters can implement interview sequences that can be completed at any time; this can either be done using automated live chat or video recordings. Once recruiters set up a sequence of questions, candidates can easily answer via video from any device. This option provides both parties with flexibility and convenience and is a great way for recruiters to streamline their application review process.



To learn more about how we can help you
find the perfect Video Interviewing solution,
contact us for a free demo at www.xor.ai.