



Office-Administrative Section Forum: Taking the Candidate Interview Digital

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 American Staffing Association

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Parker Today

Parker is a 40-year-old administrative staffing company located in Seattle, WA.


A brand promise is that each candidate we submit to a client has been met and interviewed by a recruiter.

100% of our interviews are done online, via desktop or mobile device.

Gives us a high rate of submittals without sacrificing quality of interview.



Prior State - 2013



Prior State - 2013

Administrative, Technical, and Healthcare IT recruitment office

Class "A" building downtown

Full time receptionist to greet visitors

3 Interview Rooms booked by recruiters

Scheduled "Interviewers" to meet with any walk-ins

Recruiters would interview, then type in impressions into the AIS.

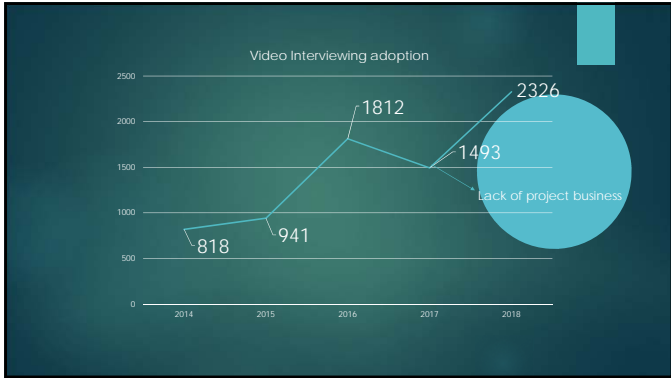
AIS was server based.



Goals

2013's #1 Issue: Getting People to Interview

1. "Peak Car" ownership (University of Michigan)
2. Identity tied to Seattle and a long term presence in the city.
3. National growth.




Increasing acceptance of video

- Mobile video consumption increases 100% every year (Youtube)
- 81% of Internet and mobile audiences watched more video in 2016 than 2015 (Vimeo)
- 2010: 19% of Americans (about 62 million) have made a video call (Pew Research Center)
- 2016: 8.5 billion people world wide have made a video call (Facebook)
- 2017: 17 billion people world wide have made a video call (Facebook)

- ### Parker's Process
- ▶ Intake call via phone
 - ▶ Schedule via ATS
 - ▶ Share link to video interview (Appear.In)
 - ▶ Dual Screen to log notes
 - ▶ Welcome Email and Post Interview follow up


Video Interviewing Platform

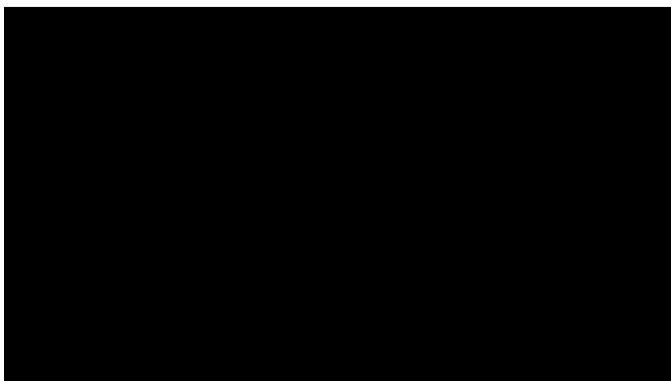
- ▶ A single link for ease of use
- ▶ A short link to describe over the phone
- ▶ An app for mobile interviewing
- ▶ A dedicated room or channel for privacy
- ▶ Cloud based, SAS
- ▶ If recording, where does the data reside?

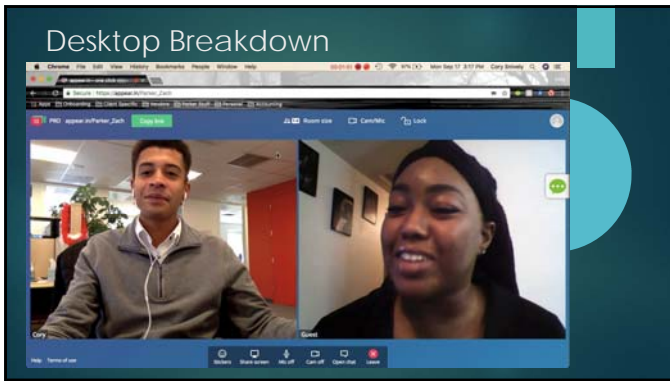


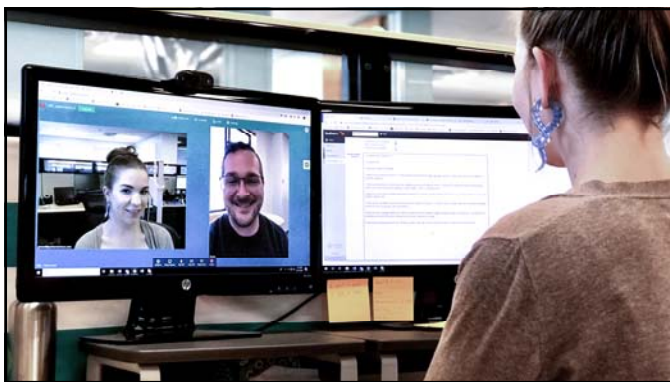
Desktop Interview

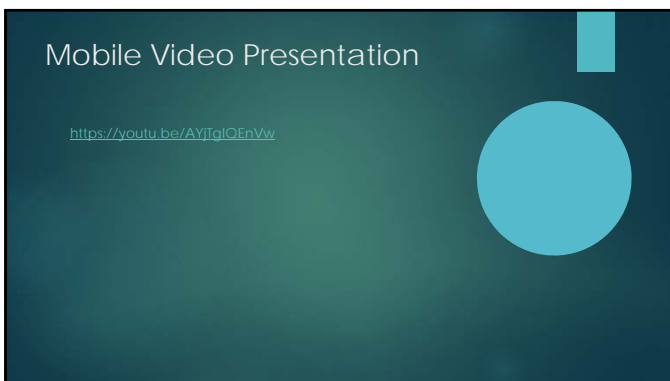
- ▶ https://youtu.be/x-8T_EVIXoA















Mobile Video Breakdown

- ▶ What it looks like on a mobile device from the candidate perspective



Mobile adoption







Mobile adoption

34% of Parker's site traffic is all mobile/tablet based. That's actually than the average in the US - 42% (Statista.com)

People prefer their phones: People view 4.2x more products per session within apps, compared to mobile sites. Apps also push more people down the purchase funnel, with 3x higher conversion rates compared to mobile sites and even 1.5 times more conversions per session than via desktop. (Criteo)

Implementation

-  Full implementation takes time
-  Set quarterly adoption goals
-  Do a technology audit
-  Our First Try: FAIL

Technology

23% of people who have been presented with a poor quality video experience would hesitate to purchase from that brand (Vimeo)

► Key elements for video interviewing:

1. High speed internet connection (Fiber connection with secondary failover) set at a 1:1 ratio (up/down).
2. Enterprise class network hardware.
3. An Awesome managed services provider team (SWAT)
4. An easy to deploy and use software solution.
5. No web-apps! Whatever vendor you select, it MUST have a native mobile application!

Overcoming objections

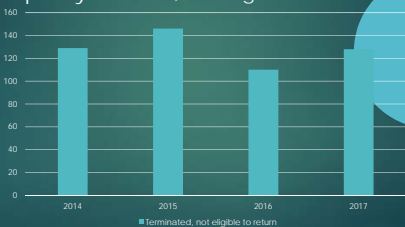


Overcoming objections

- ▶ Lose personal touch
- ▶ Too many candidates will no-show
- ▶ Onsite drug testing and on-boarding
- ▶ Clients will not like it
- ▶ No access to equipment

Overcoming objections

Does quality of hires suffer with video interviews?



Cons

- ▶ Technology requirements for both sides (Parker fired our original provider)
- ▶ Lack of a webcam
- ▶ More network bandwidth dedicated to video
- ▶ Acceptance of client
- ▶ Consent laws for recording
- ▶ Experience largely depends on technology of the recipient

Pros

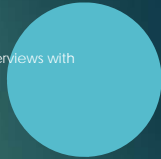
- ▶ Less dedicated office space
- ▶ Fewer dedicated employees
- ▶ Increased # of interviews
- ▶ Convenience
- ▶ Faster/shorter duration of interviews
- ▶ Hub-based recruiting vs. Branches

Staff Training and Adoption

- ▶ Customize your interview to match pace and flow of the video interview
- ▶ Setup ATS to mimic data entry flow
- ▶ Test angles and lighting for best presentation
- ▶ Dress like a newscaster – keep nice coat or top in closet so you can dress “up” in an interview
- ▶ Phone Prep – having the interviewee treat the video as they would an in person interview

What's Next?

- ▶ Recording and storing of video
- ▶ Timestamped interviews – share specific segments of interviews with clients
- ▶ "One-way" interviews
- ▶ Video application
- ▶ Client video interviews
- ▶ Video support option for candidate and recruiters



Thank you

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