

EBOOK

# 5 REASONS WHY EMPLOYERS LOVE VIDEO RECRUITMENT

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VIDEO RECRUITMENT EXPERTS

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How can any organization compete in today's highly competitive job market? What does it take to attract and select only the best people? Is it possible to improve the quality of hire while saving time and resources? It's time to smarten-up talent acquisition by adding video interviews for colour and structure. Here are 5 reasons why, brought to you by 5 employers that have successfully adopted video recruitment.

Our modern world is changing rapidly, impacting the way we hire, but also whom we recruit. Talent acquisition has become mission critical for organizations wanting to succeed. Forward-thinking employers are constantly looking for new avenues to connect and engage with talent. Increasingly sophisticated recruitment software offers recruitment professionals solutions to supercharge their recruiting practices. Video recruitment is a popular choice among companies wanting to take their hiring business to the next level.

The job interview is still by far the most popular selection tool when hiring new employees. Not much has changed over the past decades. Fortunately, video interviews now enable recruitment and HR professionals to apply structure in their job interviews. This has helped boost interview validity and candidate predictability, directly leading to an improved quality-of-hire. Video interviews also cut down the total time-to-hire and are starting to replace some traditional personality assessments. Reason for a growing number of employers to adopt video recruitment as part of their core recruitment strategy. But how do they leverage this innovative and more visual way of hiring?

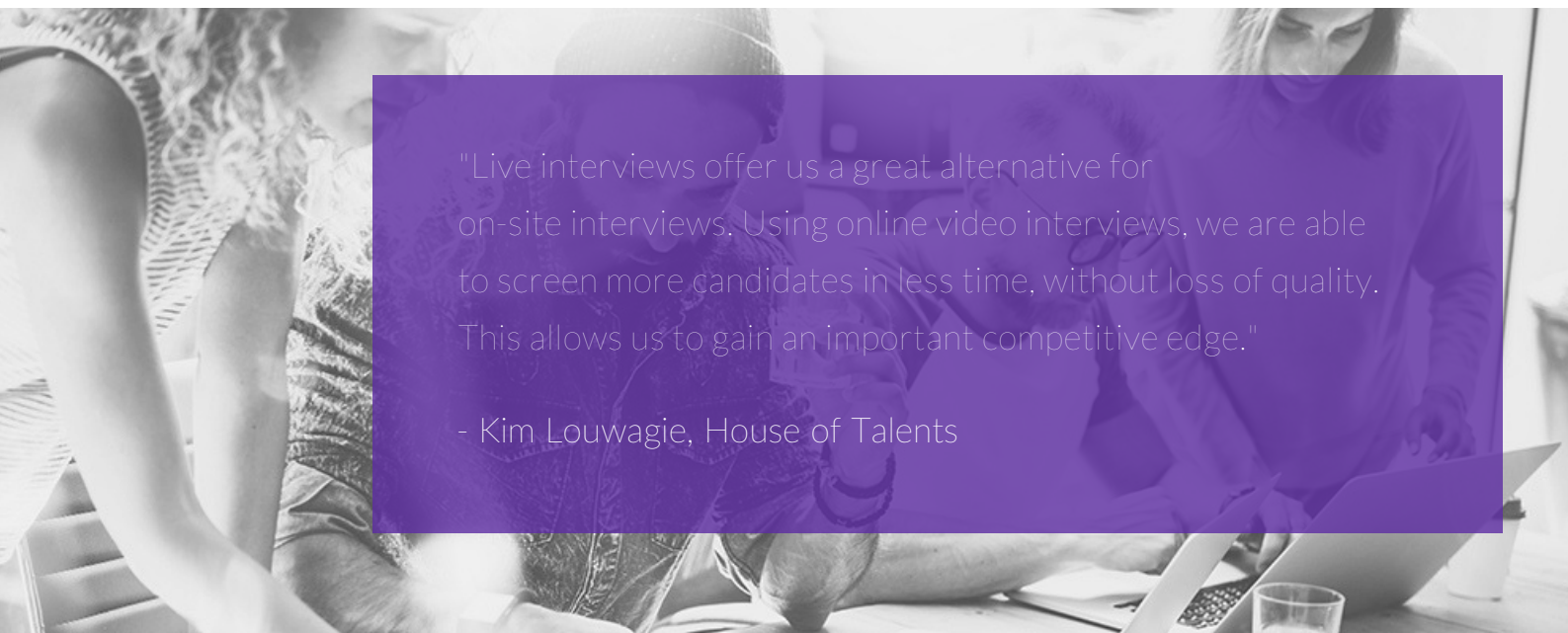
This Ebook explores the benefits that video recruitment can bring to your organisation. This is why employers love video recruiting!

# 1. RECRUITMENT EFFICIENCY

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It is a simple reality that we will conduct ever more job interviews. If we combine the global trends of part-time work, shorter employment tenures and flexible project work, we will need to conduct ever more job interview to fill the same number of seats in our organisation. At the same time the job market is becoming increasingly competitive. This is putting an incredible strain on the recruiters' daily workload. **Working harder in a business as usual scenario won't be enough** to deal with this challenge. Recruiters will need to save time in the selection process to handle the increased workload coming at them. Next to time-pressure, they will also need to overcome scheduling issues and dealing with travelling time.

Video recruitment enables an efficient screening process applicable in various stages of the recruitment process. Different types of video interviews allow recruiters to decide which type best meets the needs of the specific candidate audience or application stage. Candidates can be invited remotely to conduct a live (panel) interview, submit a video pitch or complete an automated interview. This allows recruiters to engage with candidates faster and helps involve hiring managers to participate in **a selection process that is structured, fair and highly effective**. Video interviews are proven to speed up the screening, interview and selection process while providing a first-class job application service to the candidate.



"Live interviews offer us a great alternative for on-site interviews. Using online video interviews, we are able to screen more candidates in less time, without loss of quality. This allows us to gain an important competitive edge."

- Kim Louwagie, House of Talents

## 2. QUALITY OF HIRE

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Few things in HR can cause more headaches than a bad hire. Not only can the associated financial costs skyrocket, a bad hire can also negatively impact aspects like company culture, employee morale, customer relations and overall business performance. A painful experience on too many levels, and unfortunately, one that still occurs more often than needs be. Being able to **filter out the best candidates is a quality mark of the recruiters** themselves and therefore top- priority for anyone in HR, recruitment or talent acquisition. Spending as little as possible time with non-matching candidates and as much time as possible with the best fitting candidates requires a strong (pre-)screening process.

This is where video interviews come in. Video is the solution to screen as many candidates as possible with a more complete profile than ever in less time. Video interviews allow you to go beyond the assumptions of the CV and look at the real person in a **structured process that provides valuable information on motivation, personality and competencies**. Global advertising powerhouse WPP is able to interview 200 candidates in merely 5 working days with a panel that is based on 3 continents using. Only the very best enter the next stage of the application process. The predictive value of the screening process with video interviews increases dramatically. Suddenly a bad hire or a great hire is not based on gut feeling or recruiter instincts, but on a structured, validated process that allows employers to filter out the best talent.

*"Cammio has brought a more human quality to our interview selection process. Now we are not just reading words on a page, we are having the first conversation with our candidates."*

- Jon Steel, WPP Fellowship Director



### 3. GLOBAL REACH

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Globalization has created a market that is increasingly dynamic and competitive, including the search for talent. The battle for talent has become truly global with companies increasing diversity in their workforce by hiring specialist talent from all over the world. This trend is further fuelled by skill shortages resulting in the need to widen the talent pool. In order to create a strong workforce and gain a competitive edge, **more and more organizations are looking to recruit across borders**. While both demand and supply are rising, only 25% of organizations believe their HR teams excel at sourcing international talent and are able to support their globalization strategy.

Recruiters selecting employees for international placements are faced with some critical barriers in their recruitment process. Interviewing candidates from different countries and time zones, along with challenges in checking candidate qualifications and cultural fit are making it hard to meet the organization's talent acquisition demands in a time and cost-effective way. Many of these challenges can be addressed with a digital recruitment and interview process. International recruiters using online video interviews are able to **pre-screen candidates around the world in a time and cost effective way**, getting a better picture of the candidate earlier in the process and enhance their quality-of-hire.



*" Video Recruitment enabled us to recruit candidates not only across the country, but also beyond its borders. The implementation of video offered us a way to increase our recruitment efficiency and at the same time provide a candidate-friendly process that fits their preferences."*

- Sandra Kluza, Smart MBC

## 4. CANDIDATE EXPERIENCE

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Are you treating your candidates in the same way you would treat your customers? The candidate experience is an integral part of the recruiting process that can impact the success of your talent acquisition strategies and, therefore, the very future of your organization. While it may seem that there is an increasing focus on the candidate experience over the last couple of years, the reality is that too many organizations still haven't yet walked the talk when it comes to delivering a strong candidate experience. Video interviews can help you [create a winning candidate experience](#), almost out of the box. Video interviews provide candidates the opportunity to present themselves at their very best.

With video interviews, applicants can be personally welcomed by the hiring manager or the CEO to create an on-brand experience from the start. Questions are asked based on company values to give the candidate a true impression of the company they are applying for. The automated interview is easily accessible from a mobile phone, tablet or PC and can be completed whenever the candidate wants. Meet your candidates where they are and keep the process as brief, easy and accessible as possible. [Cater your process to your candidate's lifestyle and preferences](#) in order to build a favourable candidate experience and improve your chances of recruiting the best talent. Video recruitment enables organizations to provide candidates with a world-class experience and hire greater talent, faster.



*"Creating a great 'on brand' experience for the applicant, and at the same time being able to get a truly efficient recruitment process is what we have accomplished together with Cammio. We have been successful in getting the best of two worlds into one process!"*

- Suzanne Jansonius, Hunkemöller

## 5. ASSESSMENTS

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Technological advancements are gradually changing the way we interact; Skype, Google Hangouts and Viber are setting the norm for social communication, and (recording) videos is becoming an integral part of how we experience the world. Recruiters readily use video to connect to candidates remotely. But automated video platforms take interviews beyond a conversational level, making it possible to conduct accurate and extremely fair assessments to make sure that only the best candidates are selected. **Video interviews are an accurate assessment tool in its own right.** Video interviews are being used more frequently to assess a candidate match in a visual and engaging way. All interviews are identical from the recruiter's side; all candidates get the same questions, in the same order, with the same level of engagement from the interviewer.

The completed video interviews can be shared among multiple evaluators, thus reducing bias and increasing objectivity. Each answer can be individually rated and compared to the answers of other candidates on the same question. Ranking candidates is no longer dependent on the notes of the interviewers or on how well they remember the other candidates. Video interviews are already being used for Language testing, to assess cultural fit, but also for Competency based interviews and Situational Judgement Tests (SJT's). With increasing trends towards long and assiduous assessment processes on the one hand and a desire for speed and efficiency on the other, video interviewing brings together the best of both worlds, offering speed, accuracy and keen insight.



*"The implementation of video interviews enabled us to improve our selection process. Compared to on-site interviews, it saves us time and money. Compared to phone interviews, it provides us with more valid personal diagnostic results that allow us to better assess candidates."*

- Dimitri Knysch, METRO

# PERSONALIZED RECRUITING

New technologies will help us improve the recruitment process at a much faster pace than ever before, allowing us to make better decisions and provide a fair process to all. Video interviews can easily be embedded in the recruitment process to create a more engaging selection with a better quality of hire as a result in a more efficient process.

**cammio**  
Video recruitment experts

Cammio is a powerful cloud-based video recruitment platform featuring live, automated and video pitch interviews. We believe pre-screening should be effective and fun for both candidate, recruiter and hiring manager. Cammio helps companies to upgrade their hiring practices while offering a best-in-class candidate and employer branding experience. Engage and recruit talent better and faster than ever before. Simply interview and compare candidates around the world through your web browser using Cammio.

Let's get social:     

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