

WHY VIDEO RECRUITMENT WORKS

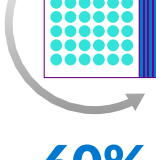
Video recruitment is rapidly becoming the norm in candidate screening and interaction for both employers and staffing agencies around the world.

Here's what you need to know when looking to implement video recruitment.

USING VIDEO IN YOUR RECRUITMENT PROCESS



Saving costs of at least **25%**



Up to **60%** shorter time-to-hire.



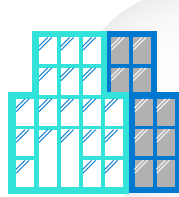
100% better candidate experience.

THE DIFFERENCES

TRADITIONAL RECRUITMENT

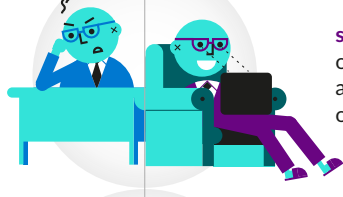
VIDEO-POWERED RECRUITMENT

location
on-site or by phone



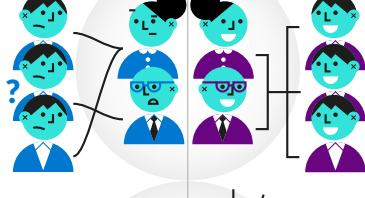
location
on desktop or mobile

scheduling
time zones, (re)scheduling and voicemails



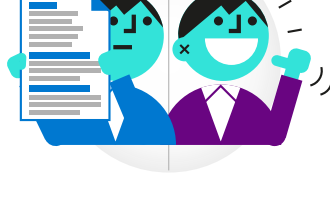
scheduling
on-demand and outside office hours

process
unstructured and biased



process
fair and engaging process for all

selection
CV-based selection



selection
full picture of the candidate

EVERYBODY BENEFITS

GET A COMPLETE FIRST IMPRESSION

87% of recruiters have had the experience of regretting an interview even before the actual interview started and despite being initially impressed with the CV.

Meet the candidate behind the CV right from the start.



recruiter

BETTER CANDIDATE EXPERIENCE

76% of candidates selects the employer where they can get interviewed first when choosing between multiple job opportunities. They desire a fast and efficient process.

Interview online in a fast and candidate-friendly process.



candidate

INCREASED PROCESS SPEED

75% of all hiring managers says their limited availability and lack of time for job interviews usually leads to a delay in the recruitment process.

Involve hiring managers without any delays.



manager

SELECTING THE RIGHT INTERVIEW TYPE

DECISIVE FACTORS

1

Number of applicants

Anticipated applicant volume helps determine whether you want to focus on efficiency or interaction.

2

Seniority of the role

Depending on specific expertise and career level, video may replace the CV entirely or be used as an added value.

3

Recruitment phase

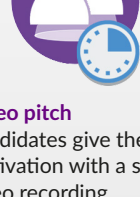
Used in the application form, to short-list or as a 2nd recruitment step, video becomes more interactive further in the process.

4

Scheduling difficulties

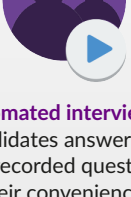
When recruiting across time zones or interviewing outside office hours, it's ideal to create an on-demand process.

THE OPTIONS



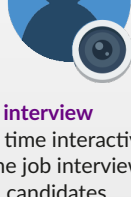
Video pitch

Candidates give their motivation with a short video recording.



Automated interview

Candidates answer pre-recorded questions at their convenience.



Live interview

Real time interactive online job interview with candidates.

IMPLEMENTATION

Commonly used to pre-screen candidates. Most often implemented in the application form or right after CV selection. Used across industries as a complement to the CV for volume hires.

Interview and selection tool combined with or right after CV screening. Often replacing the phone interview. Used as a video assessment for entry-level to mid-career professionals.

Replacement of first round on-site interview after initial screening. Used for senior or specialist hires, international recruitment and industries with talent-scarcity.

BENEFITS

Provides a visual first impression and enables better insights into candidate personal motivation or background.

Allows to screen/interview more candidates in less time while providing an engaging and consistent process for all.

Saves time and travel expenses by enabling candidate interviews online and record conversation for reviewing purposes.

CAMMIO, YOUR PARTNER IN VIDEO RECRUITMENT

Camio is a powerful cloud-based video recruitment platform helping candidates and employers towards better hiring matches with a visual first impression. Used by both staffing agencies and corporate recruitment teams, we uniquely combine live, automated and video pitch interviews while offering a best-in-class candidate and employer branding experience.

No talent to waste, simply interview great candidates around the world through your web browser on mobile or tablet.

Visit www.cammio.com for more information.