How to roll out video interviewing within a contact centre

shine

What's inside?

Introduction

Video interviewing has grown in popularity so immensely over the past few years that no longer is it seen as a piece of the future, but rather an integral part of the recruitment process in the present.

According to a 2015 article from ratemyplacement.co.uk, US based review company Software Advice conducted research which suggested that 60% of hiring managers and recruiters have started turning to video technology, and that number can only have increased since as more companies get to grips with video interviewing technology.

One of the sectors that we believe can reap the most rewards from including video interviewing in their recruitment process is contact centres.

60%
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What are the benefits of contact centres using video interviewing?

The high volume of recruits that contact centres often need (and the competitive nature of the industry to hire the best people) means that a staggering amount of time and money can be saved through the use of video interviewing.

Not only is video interviewing easy to roll out, with modern cloud-based software that doesn't require any additional IT infrastructure, but it has the potential to save you thousands in the early stages of interviews for a large volume of contact centre vacancies.

We know that some of the biggest pain points for contact centre recruiters is the need to get a high volume of candidates through the process in a short period of time, and the time and resources that are used trying to get the whole recruitment team in one place for an assessment centre where a number of candidates might not even show up.

Video interviewing negates all of this – by asking candidates to submit video answers to your pre-set questions, you know you're seeing those most interested from the start, meaning you don't lose precious hours to time wasters.

Also, we know that in times of immense time pressure when recruiting, it can be tempting to hire someone based on a telephone interview alone to get people through the door, especially for temporary positions – whilst we wouldn't usually recommend hiring based on only a video interview either, it is a much better way of getting to know them than by only speaking to them on the phone. You get to see their body language, their professionalism and get a much better feel for a candidate by seeing them answer questions in a visual way.

We know that many companies have a specialised team of telephone interviewers, who can spend as much as 70% of their time just trying to schedule in interviews. This could be because a potential candidate is already in a job and not able to answer, but equally there is often a reluctance to answer an unknown number, and a more effective contact method is via email.

When it comes to using video interviewing as an alternative, as candidates send in their videos at a time of their choosing, you also get to review them where and when it suits you – and your whole team doesn't need to be in one place to do so. Using video interviewing software like Shine, which is cloud based and therefore available on multiple devices, means that you can easily whittle down a shortlist of candidates and share it with your colleagues (which could include dispersed or remote workers) for feedback. It's also much better for the candidate, because they don't have to take time off their current job to fit the interview into their schedule, and can instead complete it at a time that works for them.

No more stress trying to find a date where everyone is free, no more frustration over interviewees not showing up, and no more excessively long assessment days that leave your brain fried and your recruitment process slowed – using video interviewing in the early stages for assessing your candidates makes things simple, easy and flexible.

Working with video interviewing software also means it's much easier to ensure consistency in messages, employer branding and all round communication than if you had a team of individual recruiters all trying to get in touch with people. Regardless of which agent a customer is talking to, video interviewing software like Shine means that everyone is updated and on the same page.

Starting to integrate video interviewing into your recruitment process can also help prepare your contact centre for the future – if you're planning on becoming more of a multi-platform service, and to start talking with your customers through video chats, then conducting video interviews is a fantastic way to see how your candidates come across on video and if they can use the medium to communicate effectively. It's also a great method of checking their verbal English ability, which is such an important quality for those working in UK contact centres, and can't be done via a written CV alone.

How to get management buy-in

If the benefits above aren't enough to convince your Executive Board within your business that video nterviewing software is a worthwhile investment, get specific. Calculate the hundreds, maybe thousands of pounds that your company loses to pay for travel to assessment centres, running the day itself, and wasted employee time when candidates stand you up – not to mention when you call potential candidates and repeatedly go straight to their voicemail, which slows the whole process down and stops you from either taking them off the list or putting them through to the next stage. All of these things will all boil down to a number, and that number could be put back into the business instead of poured into recruitment campaigns.

We estimate that introducing video interviewing in the early stages of recruitment could reduce the time spent on that part of the process by up to 50% - time which you could be using to be more proactive and productive, and benefit the company as a whole.

Estimated

50%

reduction in time spent on first stage of recruitment

What do your IT team need to know?

In short – not much! If you choose video interviewing software like Shine, which is completely cloud based, then there is no need for additional IT infrastructure. All you need is a device that can connect to the internet, and you're good to go.

That means no expensive hardware to purchase, and no need for time consuming installation.

Other great news for IT teams everywhere – our software also now integrates with all other existing recruitment software systems. This means that if you already have hundreds of candidates in one system's database, you don't need to waste time and energy inputting them into Shine – our software is built with an API which can automatically pull or push data to a huge amount of other applications.

How do you brief your recruitment team?

Making sure that your recruitment team understand video interviewing and how to use it effectively is key in ensuring a return on your investment.

You may need to consider building and sharing a new model for the recruitment process you use – at what stage will you be utilising video interviewing? Who is responsible for reviewing the videos and for what roles? Who is in charge of writing interview questions and adding them to the system? It's important to ensure everyone in the team knows exactly how video interviewing fits in with their role and who's doing what within this new system so that work isn't duplicated and everything can run smoothly.

Your team will also need to consider how to brief candidates for this new way of conducting an interview - there are plenty of blogs on our website that you can direct them to, but it might be more effective to provide a candidate briefing sheet when you invite them to submit a video interview which tells them what you're looking for and what makes a successful interview for you.

Because the candidate isn't talking to you face to face, they may miss out on facial or body language cues that help them adapt their answer, and you also might lose out on being able to bounce off their answers and ask follow up questions. Think about this and consider the interview questions you submit wisely, and any help you can give to candidates ahead of their submission will be very well received.

"Video interviewing reduces the time spent on telephone interviews and allows us to gain better insight on our candidates. This innovative tool saves time, improves efficiency and helps us to better identify quality candidates. For applicants this process is more flexible allowing them to complete the initial interview at any time. I'm a big fan and I'm looking forward to it becoming standard practice throughout the contact centre industry."

Gillian Tarelli, Head of UK Recruitment for Teleperformance

How can you use video interviewing to communicate your employer brand?

Another way to provide candidates with a pre-interview brief could also be a fantastic chance to use video interviewing software to show off your employer brand – by creating a recruitment video of your own!

An optional choice but highly recommended by us, putting together your own video to showcase to candidates before they conduct their interview is a great way to give them insight into your company and its values, as well as a glimpse of the kind of culture they can expect to be working in – all of which ensures that the candidates that do submit an interview are engaged, interested by your company and know that they want to work there. This leaves you with a crop of only the best to choose from and whittle down to a shortlist.

At a time where recruiting top talent is more important than ever before, and more and more contact centres are looking to improve their recruitment processes, incorporating video interviewing software into your business could be the difference between a successful recruitment drive, and losing out to competitors in your area.

Next steps

To find out more about Shine's video interview software and how we can help improve your recruitment strategy in way that you and candidates alike will love, get in touch today.

You can call +44 **(0)191 500 7875**, or email **hello@shineinterview.com.**