



# Buyer's Guide to Video Interviewing Software



## Executive Summary

**We know it can sometimes be overwhelming when trying to choose a new technology partner – with so many different providers and features available, it can be difficult to know which the right path is.**

When also taking into consideration the way that technology is constantly evolving, it's more important than ever to choose a provider that has their eyes set on the future to make sure that as you grow and adapt, they can too. Innovation and efficiency should always be high on any agenda!

Every organisation will have different needs and priorities in their recruitment process, so there is no 'one size fits all' approach to video interviewing and how its capabilities are used. With considerations to be made from both the recruiters end and the candidate end, user experience will be the biggest consideration. Video interviewing has the potential to boost your employer brand while creating a more open and fairer process, by giving candidates greater ability to showcase their knowledge and personality through a fully branded and personalised platform. There are endless options when it comes to functionality, from the one-way pre-recorded interview, to live meeting rooms built with recruitment needs at the heart of it. With video interviewing, you can reduce your time-to-hire while screening a larger number of applicants than you previously could, meaning you're more likely to spot the talent that you've been looking for. By 2025, 75% of the workforce will be made up of millennials and their successors, Gen Z. Attracting, engaging, and retaining these generations is very different to their predecessors. For this reason (amongst many others), we need to change and adapt our recruitment processes to ensure we're remaining an employer of choice for younger demographics. Many organisations are choosing video interviewing to do so, as the use of technology to create a shorter and more engaging process will put you ahead of the competition in the war for talent.

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## Introduction

Video interviewing is certainly here to stay. Not only that, but it is being adopted as the choice route to acquire top talent for many global companies. Why? Not only does it save the time and budget that you're often hearing about from vendors, but it also appeals to both candidates and employers.

But there are so many providers out there now, that it can be difficult to differentiate between what each has to offer. For that reason, everything included in this buyer's guide should make you an expert on video interviewing before you even decide to demo with different providers!

From the candidate journey, to features, pricing, and support – we've got you covered with this handy buyer's guide. You'll also find useful information surrounding the common video interviewing myths and how to get management buy-in when wanting to implement video interviewing, so each step of the process has been considered.

## What is video interviewing?

The way video interviewing is used has evolved from just standard video conferencing like Skype. There are two main ways it is used:

### 1 — One-way video interviewing

Called by a variety of names, like one-way, asynchronous, pre-recorded, or on-demand, this is when the candidate is answering pre-set questions while recording themselves doing so - meaning that there isn't an interviewer there to ask the questions. Recruiters will set up their role and questions within the platform they use and invite their candidates to complete the interview within their own time. This approach is often used to replace telephone interviews and platforms are rich in different features to help streamline the screening process - which we'll get into later.

### 2 — Live video interviewing

Live interviewing is like an online conference room, similar to the concept of Skype, but it's built with recruitment in mind. Meaning that it comes with additional features that standard video conferencing doesn't have. Firstly, you should have the ability to record your interviews so that you're able to review and score candidates at a later date, as well as sharing this throughout your hiring teams to improve collaboration. This is used at varying stages in the recruitment process, from early stage screening to later stage interviews.

According to Software Advice, 60% of hiring managers and recruiters are using video interviewing to carry out job interviews. It's being used for a variety of reasons, from reducing time-to-hire, to creating a more innovative way to engage with candidates. As different platforms continue to advance, more and more recruiters and hiring managers are adopting video interviewing to streamline their recruitment process - but the decision-making process can be difficult when trying to choose a provider. With so many different options and features, it's hard to know which will be the most suitable for your organisation, so we hope this buyer's guide can help you on your way!



**Candidate experience is one of the biggest considerations when choosing a video interview provider. If we focus too much on the experience from the recruiter's end, we may end up providing a negative experience to our candidates.**

## The candidate journey

It's important that we use a platform that complements our employer brand and offers a smooth and easy to use experience from a candidate's perspective.

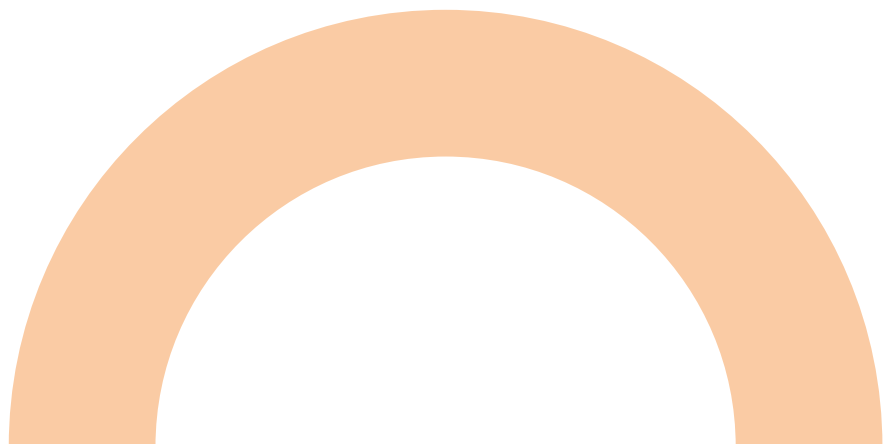
When a candidate is invited to complete a video interview, everything from their invite email to their experience on the platform should be branded with your logo and colours. You should be able to customise the content of the invite emails and the content of the questions, as well as customising your introductions and the option to add in your choice of video content.

You should also be able to customise aspects like how many re-tries a candidate gets per question, or how long they have to think about their answer before recording begins.

The idea here is that you should choose a platform that allows you to create a positive experience for the candidate. Candidate experience can go a long way in retaining talent and video interviewing can be used to help you achieve that.

So, here are the four main things to consider from the candidate's perspective:

- 1 — User experience** – make sure that whichever provider you choose, that the platform is accessible across multiple devices with ease.
- 2 — Branding** – you should choose a platform that allows you to set up your account with your organisations full branding. First impressions matter.
- 3 — Customisation** – consider how everything looks to the candidate when they interact with the platform. Is the email fully branded? Can you customise the text? Does the provider offer text messaging invites too? What about reminder emails and completion emails? And, is all of this automated via the system?
- 4 — Support** – will your provider actively support your candidates with any queries and provide tech guidance, or will you be left to deal with these issues yourself? Active candidate support can be a big differentiator between providers.



## The employer journey

**Video interviewing platforms come with so many features, it can be difficult to know where to start when comparing providers. For that reason, we've included a feature checklist following this discussion so that you can easily compare what different providers have! In the meantime, here are the main things to consider:**

### Employer branding

We've already mentioned branding while chatting about candidate experience. Full white labelling should be included, meaning logos, colours, and even down to the sender name that shows up in the invite emails and SMS messages. You should also want to make sure that any sub-accounts are also branded (or can be set-up differently), which is important for any group style companies or recruitment agencies.

### Tech

The provider you choose should be cloud based, meaning that there are no clunky software downloads because it is accessible from any browser on any device, and updates will be readily available when they happen. This is what is referred to as SaaS – software as a service.

### Features

To start, there should be a variety of ways you can set up your roles and questions. You should be able to ask questions by either text or video, and then adjust the reading times, question re-tries, and answer lengths. You should also have the option to include introduction videos and build question pools – simply speaking, you should have a variety of different options so you can customise the interviews to the way you'd prefer.

It then comes down to the features available when candidates have submitted their interviews, and there are a few key aspects to consider here. First you should look at the scoring/rating functionality, meaning how candidate videos can be reviewed. There should be customisable scales that you can set to review candidates, as well as the ability to leave comments so each reviewer can compare notes. This should all lead to helping make shortlisting decisions, as videos can be shared with hiring managers too.

Then, if you're investing in a technology that will improve KPIs within your business, you'll need an effective way to track it all. With a video interviewing platform, you should always expect:

- **Detailed reporting on uptake**
- **Scoring analysis**
- **What stage your candidates are in the interview process**

You should be able to export all this data at the touch of a button too! Tracking is particularly important for recruitment agencies and internal recruiters keeping up with whether hiring managers have reviewed videos.

Data to score candidates, particularly when there is a panel involved, is one of the most popular and important elements of video interviewing. It helps collaboration between hiring managers and stakeholders who might not all be in the same location. It also helps initial 'sifters' to share their scores with more senior hiring managers. Importantly, it allows admin to verify compliance and guard against unconscious bias, as does the ability to hide candidate names from the reviewer, and also configure video interviews so that the reviewer only hears the candidate's response, avoiding any bias relating to the candidate's appearance. Data can show how ratings are created by each reviewer, compared against other reviewers over time.

## Feature Checklist

Feature	Shine	Supplier 2	Supplier 3
Text or video questions	✓		
Question pools	✓		
Limit reading time	✓		
Set re-tries	✓		
Restrict answer length	✓		
Record full length interviews	✓		
Branding	✓		
Rate and comment on interviews	✓		
Sharing with hiring managers	✓		
Interview scheduling	✓		
Personalise invitation emails	✓		
Analytics and reporting	✓		
Mobile app	✓		
One-way video interviews	✓		
Live video interviews	✓		
Record live interviews	✓		
Reporting dashboard	✓		
Custom intro videos	✓		
Text message invites	✓		
Workflow functionality	✓		
Shortlisting functions	✓		
Reminder emails	✓		
Audio only review mode	✓		
Simple video interviewing sharing	✓		



**The level of support you receive will also vary between providers. To make it easier to compare the level of service offered, we've also added in another checklist following this discussion!**

**This is where response times become a good indication – no less than 70% within an hour of raising the question.**

## Support

Video interviewing providers come with a dedicated account manager, so you'll always have a go-to contact when you need support or training. It's important to consider what is available here; aspects like training sessions and proactive account management should be a given.

One of the biggest differentiators between providers is whether support is offered 24/7. There should always be an online self-service help desk with answers to common candidate queries, but there should always be a way for candidates to submit queries and get a response straight away. This is why 24/7 support is an important consideration, given that candidates can complete their interview at any time in the day and might require assistance to do so. This is all assuming that your provider offers direct support to candidates (which they should!). This is where response times become a good indication – no less than 70% within an hour of raising the question.

At Shine, we see our role within your recruitment process as very much supporting you. You're the star in this process, and that's why we offer a fully branded experience. And when you need it, we're here around the clock for you and your candidates. We provide you with technology innovative enough for you to simply plug and play. We aspire to the same experience you'd get with your first Apple iPhone...so intuitive you shouldn't need hand holding.

However, we do hold your hand if you need us to!

You want to choose a vendor that ensures your on-boarding process is smooth but then doesn't just leave you. You'll want best practice shared with you, statistics from other customers on success rates – to make sure your campaigns are as effective as they could be, and you'll want the same level of high customer care that your candidates should be getting.

## Support Checklist

Feature	Shine	Supplier 2	Supplier 3
Email support	✓		
24/7 support for customers	✓		
24/7 support for candidates	✓		
Short response time	✓		
Dedicated account manager	✓		
Online self-service help desk	✓		
Proactive support for candidates	✓		
Live training sessions	✓		
Proactive account management	✓		
Flexible contract to scale with your needs	✓		
Average response time	✓		



## Pricing

**Pricing structures vary across providers. They can be based on aspects such as how many user accounts you have, or how many interviews you use. This will have a standard pricing structure that's used to figure out your monthly or annual cost – often cheaper when you pay annually.**

The main thing to consider here is that some providers will quote an annual price, but some features will come at an extra cost. Make sure you're aware of what is that's included within your subscription price, so you won't be hit with extra charges for features or service you may want to utilise. For example, sometimes white labelling can cost extra, or there may be charges for set up. With set up charges, it may mean that your monthly cost is reduced, so it may not be as bad as it sounds.

For convenience, we've included a checklist table in the next page that outlines features that commonly come at an extra cost, so it's easier for you to know what to consider and figure out the overall costs. Make sure if you sign up to a subscription, that it includes all software updates and an input into the roadmap and development of the software – your needs should remain important.

### Pricing Checklist

Feature	Shine	Supplier 2	Supplier 3
Branding	Included		
Set up costs	Included		
Training costs	Included		
Integration costs	There are no ongoing costs and we will only charge a setup fee for bespoke requirements.		
How many users does it allow?	Unlimited		
If there's a limit, how much does it cost to add more users?			

## Tech

**We've already mentioned that the ideal solution is what is called SaaS – a software service that is built in the cloud. But there are a few other considerations when it comes to all things tech when choosing a provider.**

These includes things like integrations with other platforms. When a provider is built on what is called an open RESTful API, the integration possibilities are endless when it comes to connecting with an ATS or CRM system. You want whatever solution you bring into the mix to support and enhance the whole experience. Shine can currently share data with 400 other platforms, including bespoke ones.

You need to make sure whichever solution you are choosing that it is available securely on multiple devices – you should be able to browse applicants and set up interviews from your desktop, your phone, or your tablet. You might spend half your time on trains or working from home, so you need technology that can travel with you just as easily as it would be to check your Facebook on the go!

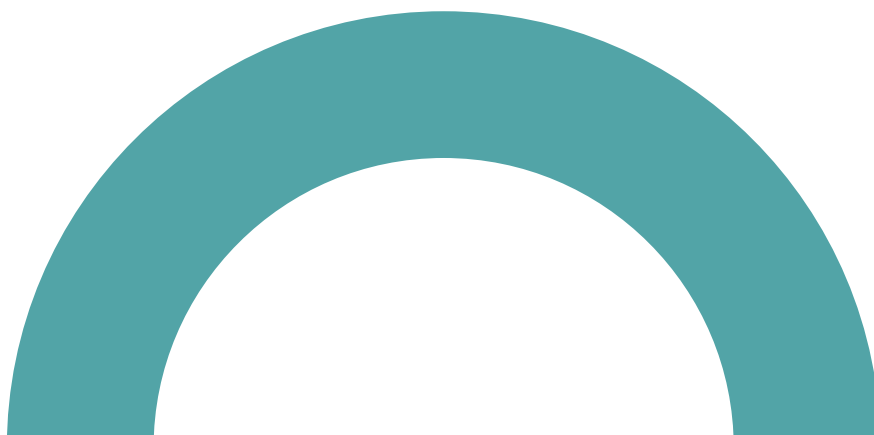
You should ensure that the video interviewing software you choose doesn't require Flash Player downloads and uses HTML5 for recording instead. When a provider uses Flash, this requires candidates to download a very unsecure plugin if they want to record from their browser – making for a not so smooth candidate experience. With HTML5, no downloads or plugins are required and it's futureproof!

Lastly, you should also ensure that all videos are fully hosted so you don't have to download and store prior to viewing. Data security is incredibly important – make sure that the vendor hosts the platform in an ISO 27001 Certified Data Centre and that you, as the client, own all the data and can download it at any time. GDPR compliance is a big consideration, but any compliant vendor won't have trouble proving how they manage this.



## Tech Checklist

Feature	Shine	Supplier 2	Supplier 3
How many applicant tracking systems do you integrate with?	Lots! Shine is built on an open API, so integration with external systems is easy		
Will you reach out to my ATS to discuss an integration?	Yes		
Is it cloud based?	Yes		
Are any additional plugins or downloads required?	No		
Are you GDPR compliant?	Yes		
Uses HTML5 instead of Flash Player	Yes		
Data security	IS27001 data centre with best in class security, externally verified and penetration tested		
Who owns the data?	All data in the platform is owned by you		
Video hosting	We securely host and stream videos in UK based data centres.		



## Benefits

**The benefits of video interviewing in the recruitment process are vast and will have varying results depending on who is using it and what their goals are. The main benefits that you could see are:**

- 1** — Reduced time-to-hire: Research by iCIMS reported an 80% decrease in the time required for effective screening and 57% reduction in time to fill.
- 2** — Improved quality of hire: Being able to interview - albeit virtually - a much higher number of candidates allows you to quickly and efficiently assess who will be a good fit - much more so than you can from a CV.
- 3** — Better candidate engagement: Using branding and company videos gets candidates much more engaged with your process than it would with a standard application.
- 4** — Less candidate no-shows: Candidates who complete a video interview have proven to be much more committed to the remainder of the process.
- 5** — Improved collaboration: The ability to easily share candidates' video interviews with multiple stakeholders makes it easier than ever to get hiring teams and hiring managers collaborating effectively.
- 6** — Fewer scheduling issues: One-way interviews don't require two people to be available at the same time, so there's no scheduling issues there. With live interviews, candidates can often choose their slot based on the recruiter's availability via a scheduling tool, which is much easier than the manual back and forth of standard interview scheduling.
- 7** — Reduced unconscious bias: Because questions are pre-set, each interview is asked in a structured way that doesn't show favour to any candidate. Each candidate has the exact same experience, without any outside factors effecting how an interviewer may accidentally treat them.
- 8** — No location restrictions: You can virtually meet candidates from all over the world if you need to - there are no restrictions when it comes to video interviewing, and this makes local to global recruitment easier than ever.



## Debunking the myths

**It fosters discrimination:** The Equal Employment Opportunity Commission (EEOC) laws do not prohibit the use of video for talent acquisition, but it relates more to how the tools are used. There will still be restrictions on asking applicants about aspects like disabilities, but they ruled that using video as an interviewing tool does not foster discrimination if the original EEOC laws are abided.

**Candidates don't like them:** It's understandable to say that the thought of a video interview can be a bit daunting, especially when a candidate hasn't taken part in one before. But that doesn't mean it's fair to say that candidates don't like video interviewing. All interviews are daunting – but that doesn't mean we don't take part in them. In our candidate surveys, 42% of candidates stated that they had a "very positive" opinion of the company they applied for before completing their interview. After completing, this then went up to an amazing 70%. Not only that, but 97% of those candidates also said they'd be happy to complete another video interview in the future. Who said that candidates don't like video interviews?

**It's only for non-locals:** While using video interviewing to engage non-local talent is one of the many benefits, that doesn't mean it's only suitable for this. You can just as effectively engage local talent with video interviewing platforms too.

**It's not good for the roles I recruit for:** Here at Shine we have clients across all sectors hiring for all roles. There really are no restrictions in what our clients successfully use our platform for. While many might think that video interviewing won't work for their roles, we're yet to find a situation where it hasn't been successful!

**We'll just use Skype if we need it,** it's basically the same: We're not trying to say that Skype wouldn't come in useful, but video interviewing platforms are designed for exactly what it says on the tin – interviewing. They come rich in features which are built to support recruiters, something which Skype doesn't have.

**It costs too much:** Subscriptions with video interviewing providers should be scalable to your needs and budget. Sure, some providers are more tailored towards large enterprise organisations with much larger budgets than most, but when comparing providers, they'll be able to tell you exactly what you can get for your budget. They should work with you to figure out a plan that fits your needs.



## Signs you're ready for video interviewing

**There are a number of reasons to implement video interviewing into the recruitment process. But there are a few situations where it can come in even more useful than it does with day-to-day recruiting. If you have any of the following plans or see any of the following struggles, it's a sign that now is right time for you to use video interviewing:**

- Plans for growth: If your organisation plans on growing in a relatively short period of time, or if you have a new office or location opening, video interviewing is ideal for speeding up high volume recruitment.
- You spend a lot of time on telephone interviews: If telephone interviews make up a large section of your screening process, you could screen 10 video interviews in the time it takes to complete 1 telephone screen.
- Your teams lack collaboration: If you struggle to get recruiting teams and hiring managers to collaborate efficiently and effectively, you can improve this with the sharing and rating functionalities of video interviewing while being able to engage hiring managers earlier in the process.
- You spend a lot of time in unsuccessful first round interviews: Video screening provides a much better gauge for a candidate's suitability for a role than a CV alone, meaning less time will be spent in unsuitable interviews.
- Your central recruitment team must travel a lot: Video interviewing can reduce the need for recruiters to travel as much for unsuitable interviews – allowing you to ensure they're only travelling to meet the best candidates.
- You spend a lot of time reviewing CVs: It can be difficult to judge a person on their CV – sometimes the paper doesn't always match the person. Video allows you to take out this guess work by virtually meeting your candidates early in the screening process.
- You struggle to find the right talent for your roles: Like we said, the CV doesn't always match the person – so how do we know that we're not screening out the most suitable candidates from their CV? Video allows you to review more applicants in detail and find those hidden gems.



## Getting Management Buy-in

**One of the biggest issues that recruiters may face when wanting to implement new software, is selling the benefits of that program so that management will ultimately release the budget for it. Building a business case can seem daunting, but there are a few standard rules you can follow to help you along the way.**

- Identify your hiring challenges; this will be the main case for your argument. If you're able to identify genuine challenges in your current hiring process, then you'll have a solid reason for implementing video interviewing. And, if you have the data to back that up, even better. If these challenges also have an effect on the rest of the organisation (for example, roles standing empty for too long), then make sure you communicate these too.

Know what you want to achieve; based on the challenges that you want to solve give a thorough explanation of what you want to achieve – and how video can help you do that. For example, if you use telephone interviews currently and you want to reduce screening time, explain that on average you can complete 10 video screens in the time you complete 1 telephone screen. Things like this can help you prove ROI!

Luckily when it comes to video interviewing, there are solid stats, facts, and even reviews and testimonials that will help you along the way. So, with that said...



## Client Testimonial

**“Gestamp decided to implement the Shine Video Interviewing platform to conduct interviews in the UK and worldwide, recruiting for a wide variety of roles and the interviews are completed on a PC or through a mobile app at a time that suits the candidate. During the time we have worked with Shine, we have conducted hundreds of video interviews, and made many job offers to candidates who did well at the video interview stage. Our Hiring Managers in particular love the video interviewing concept as it saves them so much time. It’s also a great experience for the candidate as they don’t have to take time off work twice, travel twice, or incur expenses twice. It’s a great system all round that we have embraced with great enthusiasm.”**

**Scott Barnes, UK Recruitment Manager, Gestamp**

## Client Success Story

**Connect Health:** Average of 32.1 hours of screening time saved during their recruitment campaign by replacing telephone interviews with video interviews!

**Major UK Police Force:** Before video interviewing, recruitment campaigns were a 12-step process taking approximately 180 days. After video interviewing, that process is now 3 steps taking 34 days.

## Video Interviewing Statistics

60% of Hiring managers using video technology for recruitment

70% Time saved trying to schedule in early stage telephone interviews

65% Saving on recruitment travel costs

75% Reduction in the amount of assessment centres required

## Implementing video into your current process

**Once you've chosen the video interviewing provider you want to move forward with, the next steps concern how you implement video interviewing into your current process. Of course, you'll receive onboarding and training from your provider, but it's up to your organisation exactly how you will use it.**

In most cases, video interviews are used as an early stage screening tool to replace the likes of telephone interviews. If this is the case, you should consider aspects like ATS integrations and how exactly you want to move your candidates through each stage of the process. An easy way to understand what you want is by simply mapping out the new process you want to build.

It's important to also consider the training required to get users of the new platform up to speed, to make sure that everyone is using it effectively. Rolling out new technologies isn't always easy, and how we choose to introduce them can make or break their success. This is where you should have an abundance of resources and help from your provider, so consider arranging training sessions with the whole team.

### **Getting Hiring Manager Buy-in**

So, you've convinced management that video interviewing is the best thing moving forward. You've sat in numerous demos from different providers. You've selected the provider that seems like the best fit for your needs. You've gone through onboarding and you're ready to get going. But... you can't seem to get the hiring managers to get involved properly. Having hiring manager input and buy in to a recruitment process from the off is vital. For many, it's just another task on their infinitely long to do list.

One thing we can promise, is that when they get used to the new process, hiring managers will love video interviewing. Most platforms come with features built especially for hiring managers so that it's easy for them to get involved without having to review every candidate, such as being able to simply share a candidate shortlist with them. It may be useful to get them involved in the early stage training to make them part of the solution.



## Why Shine?

Numerous hiring managers, in house recruiters, and recruitment agencies were consulted to ensure that Shine offered a fresh take on an existing solution, learning from their frustrations with other video interviewing platforms and created using future proof technology. Many of the businesses consulted are now using Shine in their recruitment process and they're still contributing to the product's development to ensure it continues to improve and innovate.

Despite all that, we're a friendly bunch and we put people and relationships ahead of technology and numbers. The Shine experience is about you and your candidates, and we're here to ensure that we can do what we can to streamline your process in a way that's tailored to your needs.

"Out of about 8 or 9 providers I spoke with, Shine was the only one able to meet 100% of our needs at a fairly reasonable cost and timeframe. Our team was extremely impressed with your quick delivery of a CDL-branded dummy account for us to play around with – that was above and beyond what anyone else did for us, aside from not coming close to the features and level of customization we needed."

**Michelle Lau, Manager, CDL**

We're proud of the platform that we've built here at Shine. Not only can we offer you video interviewing, but with our values-based assessments and scheduling tools, we can offer you an end-to-end screening process all in one centralised platform should you choose to expand beyond our video offerings.

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