GoToInterview is a web-based employment platform that streamlines the hiring process for employers and job seekers in high-turn industries using 3 minute on demand video interviewing technology. Employers simply post their customized interview questions, job descriptions and requirements, and job seekers can record their responses 24 hours a day using a web cam or smartphone. The platform is proving to increase efficiency and productivity, ultimately reducing the cost associated with hiring. GoToInterview offers a time saving, cost effective method for job seekers and employers to connect, encouraging job creation and access to employment opportunities for everyone.

GoToInterview was developed to make the hiring process quick, easy, and efficient for employers and job seekers in the hourly-waged job market. Job seekers who register with GoToInterview create a free online profile that provides a snapshot of the candidate’s background and work experience – similar to a resume or basic employment application. Once an online profile and corresponding profile video are completed, job seekers can begin searching open positions. Once a job posting is selected, job seekers can pre-record a short video interview using a webcam or smartphone, answering customized questions posted by the employer. Job Seekers have the benefit of accessing GoToInterview at any time and from any where. GoToInterview has a matching algorithm based on job seeker behavior, performance, industry focus, and skill set, ensuring that employers receive access to job seekers that are motivated and qualified. GoToInterview creates a rich communication environment which leverages culture, fit, behavior, and performance to ensure that employers and job seekers have meaningful interactions ultimately elevating the job seeker and providing employers with the ability to make sound hiring decisions.

Income, educational achievement, and wealth have a substantial effect on the overall well-being of an individual and their family. Social determinants are among the best predictors of a person’s health status, indicating a strong correlation between health and income equality. Lack of financial resources can also have a long term effect on a person’s ability to grow wealth, establish credit, savings, and home ownership. Benefiting our country’s most vulnerable sector of the workforce at its core, GoToInterview addresses the lack of quality employment resources that plagues underserved communities across the country. GoToInterview supports parents, particularly single mothers in vulnerable households by mitigating the cost and time it currently takes to apply, interview, and secure employment.

Moreover, GoToInterview seeks to particularly target single mothers through its partnership with national Workforce Investment Boards, and other workforce initiatives to support women and their children as they move forward in their job seeking efforts. When job seeking mothers can obtain employment quickly and efficiently, they can better care for their families, providing them with the income needed to emerge from the hold of poverty and support their most basic needs such as healthy food, adequate housing and access to transportation.

For example, a large portion of the population in New Orleans (where GoToInterview is headquartered) lives in asset poverty, not having the financial means to support their household for three months at the federal poverty level if their main source of income is lost. Nearly 4 out of 10 children in Orleans Parish live in high-poverty neighborhoods according to the U.S. Census data. Children living in high-poverty neighborhoods are less likely to experience economic success as an adult. Children in these situations are more susceptible to poor health, joblessness, crime, and failing grades. A parent’s capability to provide for their family has a direct impact on the child’s ability to have a comfortable lifestyle in the future. GoToInterview seeks to address this issue across the country.

A job seeker’s ability to post a pre-recorded video interview to several postings in one setting will allow time to properly prepare when marketing their value to a potential employer, increase their probability of being hired in a shorter amount of time, and save on costs related to child or elder care expenses. Likewise, employers have an opportunity to access and review a pool of candidates who have submitted pre-recorded videos at any point of the day or evening who seriously want to be considered for employment. Employers can quickly select candidates that offer the most value by continuing the process in real-time or immediately hiring them, ultimately employing more qualified candidates faster by moving the most motivated job seekers to the top of the list (based on percentage profile completeness).

The average timeframe for filling a job opening in varying industries ranges between 28 and 51 days. The traditional process for obtaining employment can be physically, emotionally, and financially challenging to both the candidate and the employer. A recent candidate revealed that prior to her use of GTI; her job search process lasted 56 days for one position that paid $7.75/hr. Another candidate that was unemployed for 3 months used GoToInterview through her connection with the Workforce Investment Board and secured employment within 6 days. These example demonstrate that employers lack systems that efficiently vet qualified and motivated job seekers in the hourly-waged job sector.

Many of the job seekers who use GoToInterview to access and apply for jobs are single-parent mothers who care for more than one child. Job seekers who utilize GoToInterview as an employment resource will ultimately realize a shift in behavior as the process is designed to expose users and their families to this innovative method that can move their career goals forward across generations, having a direct impact on the wellbeing of the children that they care for. GTI provides a resource for job seeking parents to access skill enhancement resources that will encourage the development of soft skills making them more marketable for long-term employment. Additionally, employed parents are more likely to demonstrate sound social skills and work habits around their children, fostering a nurturing environment for the household. GoToInterview addresses these needs by providing an innovative tool that can have a profound effect on the community’s most vulnerable children and families. GoToInterview effectively promotes economic growth that supports stabilization of the national economy that has a direct effect on the health and well-being of children in our country.

Many job seekers have challenging financial situations which can lead to debt, depression and other stress-related problems. GoToInterview offers a solution for job seekers (particularly mothers with very little resources) to benefit from an immediate resource that allows them to save a substantial amount of time when seeking employment. Employers can contribute to the economic growth of our country by hiring and retaining high-quality candidates. GoToInterview is designed to engage jobseekers in ways that enable them to emerge from the hold of poverty by tackling the root cause, positively impacting the lives of working class country.