

## Case Study | STAFFING

# Video Interviewing Platform for a Large Recruitment Firm



## Problem

Traditional in-person interviews created logistical hurdles for both candidates and hiring managers, especially with geographical constraints.

Scheduling conflicts led to delays in the hiring process and potential dropout of suitable candidates.

## Solution

Adoption of video interviewing technology for increased flexibility and accessibility:

- ✓ **Video Interviewing Software:** Integration of platforms like Zoom, HireVue, etc.
- ✓ **Scheduling Tools:** Integration with calendar systems to simplify scheduling across time zones.
- ✓ **Asynchronous Option:** Pre-recorded interviews for increased convenience, especially for initial screening.

## Results

- ✓ Significantly increased the proportion of first-round interviews conducted remotely, saving time and resources.
- ✓ Reduced candidate dropout rate due to the convenience of remote interviewing options.
- ✓ Streamlined the interview process, leading to faster hiring decisions.

## Technology Stack

- ✓ **Video Interviewing Software:** Platforms enabling live or pre-recorded video interviews.
- ✓ **Scheduling Tools:** Calendar integration or dedicated scheduling features within the platform.

## Software Development

- ✓ **Enhanced Scheduling Functionality:** Streamlined scheduling workflows tailored to the recruitment process.
- ✓ **Secure Video:** Robust security protocols for video transmission and storage (if handling recordings).
- ✓ **Potential for AI Analysis:** (Note: this is still emerging) Exploration of AI tools to analyze candidate responses in pre-recorded interviews.

## Before Metrics

Percentage of first-round interviews conducted remotely: 10%

Candidate dropout rate due to scheduling issues: 5%

## After Metrics

Percentage of first-round interviews conducted remotely: 60%

Candidate dropout rate due to scheduling issues: 1%