



# LIVE VIDEO INTERVIEWS A REAL GAME CHANGER

**Through easy-to-use, browser-based technology your company will connect with the best prospects in the world. There's no investment in expensive equipment, no software or downloads.**

How can a company compete in a highly competitive job market? How can busy talent acquisition and hiring managers find the best people? How can they save their company money? How can the interview process be less grueling for both companies and applicants?

Hiring practices have changed. The old days of the phone interview followed (for the lucky few) by an invitation to come and visit a company and be interviewed "live" are quickly fading. Some companies have upgraded to recorded video interviews, using them as a screening tool in high-volume positions. While that does work, there's an even better way to find the ideal candidate for your company: live video interviewing.

What exactly is live virtual interviewing? Here's what it's not: it's not a phone interview, and it isn't like talking to your Grandma on Skype. It is a powerful tool that allows employers to quickly and effectively screen candidates globally, to ask them questions and see their reactions. It's the ability to access multi-participant capabilities—candidates can be greeted and interviewed by multiple recruiters and/or hiring managers in one virtual room. Eligible candidates can be met virtually early on in the hiring process, which eliminates some of the need for phone screening.

A recent Aberdeen Group analyst insight report stated, "Interviewing practices can make or break a successful talent acquisition program," giving organizations and candidates alike "the opportunity to differentiate themselves and gain a competitive advantage."

## **GOOD FOR YOUR COMPANY**

Through easy-to-use, browser-based technology your company will connect with the best prospects in the world. There's no investment in expensive equipment, no software or downloads. Simply log in, schedule your interviews and invite the candidates. Live virtual interviewing is cited by talent acquisition managers as having many benefits, including a significant return on investment (ROI) as well as:

- Better connection with candidates, more up close and personal than a phone or recorded interview
- Easy and convenient
- One-tenth the cost of flying recruit(s) to you
- Reduction in time spent booking hotel rooms
- Reduction in hotel expenses
- Lower carbon footprint
- Accelerated time-to-fill rate



## LIVE VIDEO INTERVIEWS

**The biggest ROI drivers for the live video interview solution are travel cost reduction - a plus for you - and a shorter hiring time - a plus for you and your candidates.**

One hiring manager pointed out that in the past it would be necessary to fly in two to five candidates, at somewhere between \$1,000 to \$1,500 per interview. Those thousands of dollars add up quickly when searching for the perfect person to fill an important position in a company. Of course the short-listed applicants may still need to be flown to you, but cutting the list of candidates down to the best prospects can reduce travel costs by 75 percent. And when you do meet in person, time can be spent more efficiently, because you've already gotten to know each other through the video interview process.

What about the candidates? Candidates find that, thanks to live video interviewing, they don't have to travel and take time away from their busy schedules until they are further along in the interview process. Candidates can also get to know your company, your brand, and your profile, through the live video interview process. They have said it's easy and convenient, and saves them time. Interviewees have also commented on a noticeable - and welcome - reduction in the sometimes stressful process of job interviewing.

The two biggest ROI key drivers for becoming part of the live video interview solution are travel cost reduction - a plus for you - and a shorter hiring time - a plus for you and your candidates. In fact, cost-per-hire and length of search were the two biggest key performance indicators that improved with video usage, according to Aberdeen.

### **A SUCCESS STORY**

Live video interviewing clients have praised both sides of the process, from easy set up and concierge-level customer service to the invaluable platform on which to conduct interviews anywhere in the world, one-on-one or through up to 16 streams within one meeting room. A live video interview can be conducted for less than \$130 per session. A customizable online scheduler allows human resources to track, report, and bill all interview usage quickly and easily. Client commitment, attention to detail, and a focus on powerful technology saves time, money, and revolutionizes the hiring process. It also is environmentally beneficial, and reduces wear and tear on a prospective applicant. PSI takes care of the technology for you. Always available, from first phone call with a candidate through "you're hired!"

The live video interview solution is highly secure and easy-to-use, saves time, money, and resources by making the interview process easy, effective, and efficient.

**More interviews, less travel, better for the world.**

