



HireVue's Technology and Recruitment

Words – Meareg Hailu



HireVue is a software company founded in 2004 and headquartered in South Jordan, Utah. It allows recruiters and hiring managers to screen candidates and conduct live interviews over the Internet. It uses game-based cognitive assessments and artificial intelligence (AI) to help companies screen candidates faster. HireVue's technology also offers human resource management (HRM) solutions for sourcing and onboarding. Interviews are On-Demand or Live.

On Demand Interview:

An on-Demand interview is an interview candidate's can take in their own time They use a computer, tablet, or mobile device to answer questions created by a company for the position. Answers are recorded for a representative at the hiring company to evaluate. Candidates are given an option to take practice questions and become familiar with the system prior to answering the real interview questions.

Most interview questions will require a video recorded response. Candidates may be asked to write an essay or answer multiple choice/selection questions. Just like an in-person interview candidates will not know the questions asked until they start doing it.

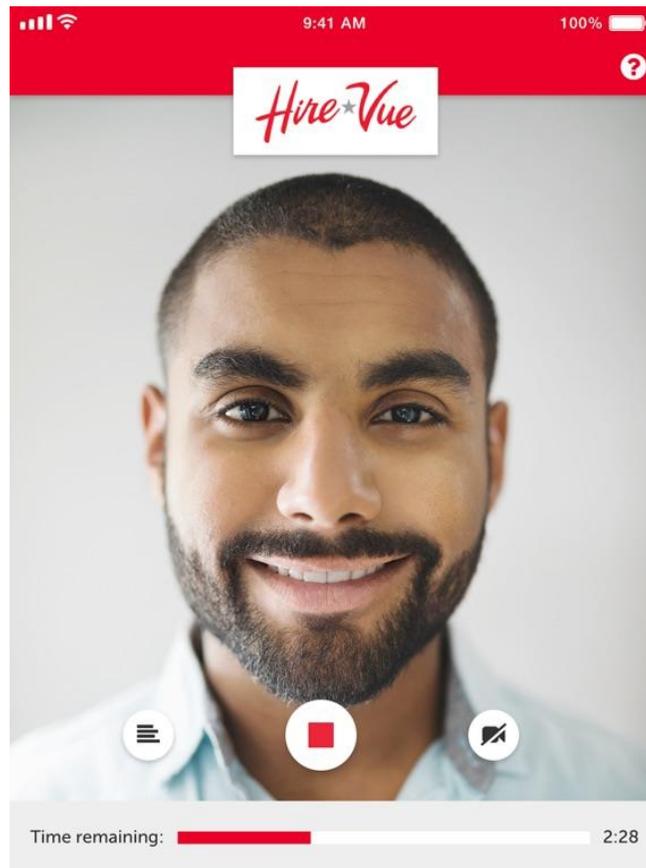
Live interviews:

A Live interview is scheduled with an interviewer(s) at a specific time. Depending on the type of live interview, candidates will use a computer, tablet or mobile device to participate. With HireVue's product – these often include game-based cognitive assessment and artificial intelligence (AI) driven assessments based on specific job competencies around a role.



How HireVue works:

The HireVue Assessment algorithm is looking for the same things that any real interviewer would notice. This includes which words are used, the type and meaning of statements made, and overall expressiveness. It also notices emotions that can be detected from voice and facial expressions - such as enthusiasm for the subject being discussed. Because there are cultural variations in degrees of expressiveness and explicit emotion; the model is trained using data featuring people from different cultures to create a fair and un-bias overall interview process.



Candidates are provided with practice questions before they begin an official interview. These questions help people become more familiar with the digital recording experience. Once the formal interview begins - candidates are given a set amount of time (30 seconds to unlimited) for preparation before responding to a question. Responses are also time restricted. Interviews conducted using HireVue can include both video and written responses.

Data scientists and IO psychologists are able to design HireVue's Assessment algorithms to include only the data points proven to be predictive of job performance, and to leave out the



things that don't matter. This eliminates consideration of many characteristics that can be unintentionally distracting or influential to human evaluators.

HIREVUE GAME-BASED ASSESSMENTS

FIND AND ENGAGE HIGH-POTENTIAL CANDIDATES

[SEE A DEMO](#)



Along with voice recognition and facial recognition software, HireVue uses a software ranking algorithm to determine which candidates are ideal for a specific job. An ideal candidate is defined by a combination of traits including body language, tone, and keywords. The interview data is then compared to approximately four million video interviews of top candidates in that specific role. HireVue's intelligent assessment service analyses an average of 25,000 data points for a single fifteen-minute video interview.

Advantages of HireVue:

Lower costs

Candidates never have to leave the comfort of their own home to record a video interview, and they therefore save money on travelling expenses, food, and lodging. On the other hand, employees save money too since they do not have to reserve a venue where they will interview their candidates. Also, both parties can go back to their regular activities as soon as they are done with the interview, which means it doesn't get in the way of anyone's productivity.

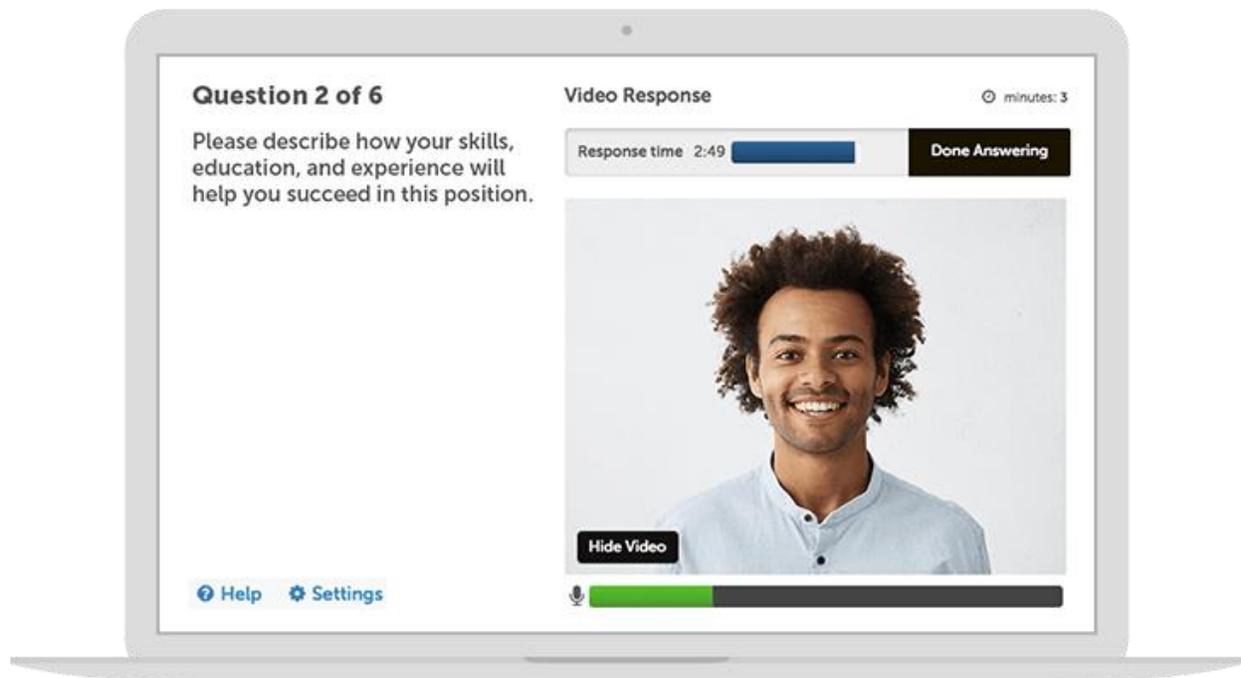
Saving time

For every job opening, there will be dozens of applicants, which is great, because it allows a recruiter to select the best people possible. But, a lot of great candidates get lost in the crowd, or the recruiters simply forget about them after interviewing 50 other people, which is perfectly understandable. With video interviews, a recruiter can always go back and watch the interview again, therefore making sure that they have selected the best candidates for a job.

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Screening remote candidates

If recruiters are open to the idea of hiring a remote worker, then video interviews are the perfect medium for candidates to show off their abilities. First of all, they need to be able to communicate effectively and respond in a timely manner, as well as possess enough technical skills in order to facilitate the production process. Also, every potential employee can demonstrate their knowledge and skills right there on the spot, which allows the recruiters to narrow down their selection.



Assess communication skills

Some positions require candidates to have strong people skills, which puts one's body language and the ability to communicate at the top of the list of most desirable traits. The good news is that both can be analysed through a simple video interview, nearly as effectively as during an in-person video. The company can capture the essence of every candidate – the way they talk, dress, and present ideas, and decide on whether they would be a good fit for the company.

Less pressure on candidates

Many candidates are eliminated early on in the recruitment process despite their skills - simply because they were too nervous during the interview, which shouldn't really count as a factor, unless they are going to become the face of the company. Video interviews allow them to be more relaxed, while they are at home, and answer all the question at their own pace. Also, they gain valuable insight into how interviews actually work and what the recruiters want, so they will be less nervous the second time around, even if the interview is conducted in person.

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Disadvantages of HireVue:

Internet connection issues

One of the major downsides to video interviews is that they are so dependent on a stable and fast internet connection. If the candidate's local ISP is not able to provide a sufficient quality of service; frequent disconnects and poor video or audio quality may simply cause the recruiter to move on to another candidate, even though the first candidate might have been a better option in terms of skills, knowledge, and experience. Things such as technical issues would not affect a person's chances to impress during a face-to-face interview.



KRAFT HEINZ MAKES THE DAYS OF RECRUITERS LESS TEDIOUS

Kraft Heinz uses HireVue to empower its recruiters to find the best student talent faster, without any phone tag, and regardless of which schools students attend. Recruiters save time and can source more candidates from a broader candidate net. And recruiters enjoy the process even though they'd never used video technology before.

Poor video quality

I have already mentioned that some companies require candidates who, in addition to having strong skills, are also presentable and charismatic, and are capable of representing the company when needed. Poor video quality can diminish the candidate's chances of getting hired - because their presentation wasn't as effective as it should have been. The recruiters, swamped with applications, will unfortunately move on to someone else who is able to showcase himself or herself better.

Lack of IT savviness

There are still plenty of jobs out there which don't require computer knowledge or tech savviness. But, such knowledge is necessary if the candidates are being screened via video interview. With video interviews, a person's lack of IT expertise for a job that doesn't require it at all can become a problem. The candidate might have landed their dream job if they were interviewed in person, but since they weren't able to set themselves up and record the video interview - they were eliminated at the very beginning.



Response time limitation

Candidates interviewed via video are usually given a limited amount of time and a time slot during which they will be interviewed. But, in case there are any delays in the system or technical difficulties, their time slot won't be extended. Also, in case the login procedure is too complicated, the candidates may lose precious time. Multiple options require quick thinking, and there is not a lot of room for mistakes, which can make the process incredibly stressful.

Potential fraud

While they are not too common, there will be companies out there that may try and scam candidates, asking them to pay a symbolic fee, for the promise of getting hired. Also, some businesses will try and advertise themselves as a lot better than they are thus misleading the candidates and wasting their time. And it is exactly the same with the candidates. With these things in mind, it is always a much better idea to check out the company or a candidate in person and see what they are all about

Companies like HireVue:

VidCruiter



VidCruiter was one of the first video interview platforms and has built a robust offering that includes digital interview guides, scheduling automation for video interviews, and a host of other useful modules for recruiting teams that want to use this type of interview in their hiring process. Their clients include Samsung, Kraft Heinz and KPMG.

VidCruiter's suite integrates with all major ATS's and has dedicated 24/7 customer support with an average 1-minute response time.

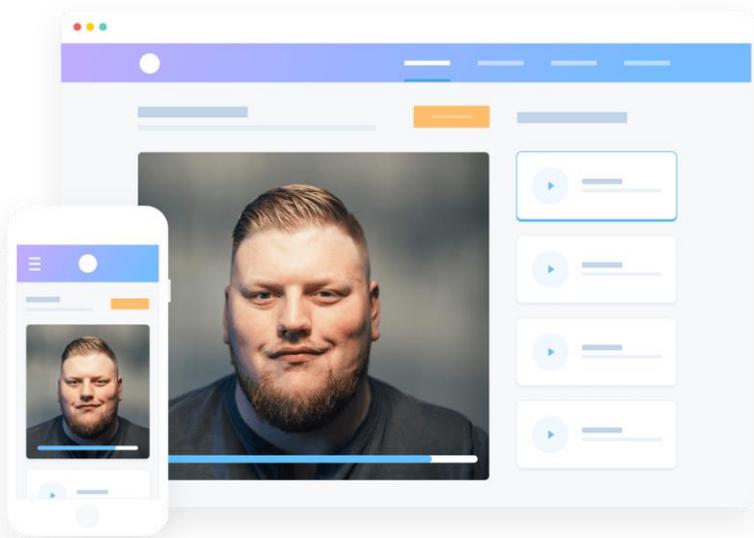
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Spark Hire

spark Hire

Spark Hire boasts of over 5,000 customers - by far the most of any video interview software company out there. While many of their customers are small and medium sized businesses, they do have larger enterprise clients such as Volkswagen, Ikea, and BAE, as well as nearly 1,000 staffing agencies. This is a great solution to get video interviews up and running fast.

myInterview



myInterview's video interview software can be dropped into your existing career site through an easy to implement widget, which means you can be using video interviews in under an hour. Their customers include Facebook, Australia's Hudson recruitment and British household names - P&O Ferries and Ocado.

It is worth checking out their latest module which uses machine learning to assess candidate answers on the basis of their professionalism, reasoning, etc. MyInterview takes a "glass box" (vs black box) approach to leveraging AI for their hiring analytics. The company also has a special offering that lets companies get free forever video interview plans

**Conclusion:**

HireVue and similar software is intended to help employers conduct Asynchronous Interviews - a more modern method allowing hiring managers to standardize their interviews, capture responses and revisit them later on for deeper review. This way, interviewers aren't using knee-jerk reactions and subjective conjectures to draw conclusions that aren't there. It's also usually paired with some sort of anchored and validated rating scale, to objectively evaluate candidates more fairly. This technology is a really powerful tool if used correctly!