

VIRTUAL HIRING

How can you effectively hire virtually?

The right technology enables us to execute the entire hiring process – attracting, engaging, recruiting, screening, interviewing, offer, and onboarding – remotely.

*TERMS TO KNOW

Video interviewing:

process of conducting an interview at a remote place by utilizing video technology as a medium of communication.

One-way video interview:

pre-recorded video submitted by the candidate to the employer – preferred for high-volume hiring and long interview processes.

Two-way video interview:

live video interview in which the employer and the candidate connect face to face through a webcam.

- o 57% of candidates prefer two-way video interviews
- o 9% of candidates prefer one-way video interviews

WHAT ARE THE ESSENTIAL TOOLS FOR A VIRTUAL HIRING PROCESS?

- Recruitment marketing technology
- Programmatic job advertising platform
- Texting capabilities with candidates
- Automated scheduling tool
- Video interviewing capabilities
- Electronic on-boarding



SHIFT YOUR HIRING FROM FACE-TO-FACE TO VIRTUAL WHILE MAINTAINING PROCESS CONSISTENCY AND A POSITIVE CANDIDATE EXPERIENCE:

MAXIMIZE FLEXIBILITY: Let candidates interview anytime, anywhere, on any device

REDUCE TIME TO HIRE: Hire the right talent in hours or days, not weeks or months

MAKE CONSISTENT DECISIONS: Get better outcomes with structured interviews



WHAT ARE THE PROPER STEPS FOR A VIRTUAL HIRING PROCESS?

1 REQUISITION INTAKE
Recruiters should be contacting hiring managers for strategic intake discussion within 24-hours of requisitions approval

2 SOURCE & RECRUIT
Market research: understand supply & demand statistics for skillset and geography

Active & Passive job seeker strategy: job board sites, social media ads, etc.

3 CANDIDATE SCREEN
One-way video interview: best for high-volume positions

Two-way interview: best for positions which require interpersonal interaction and presentations

Phone interview
Documented criteria and evaluation for fair and consistent administration

4 HIRING MANAGER REVIEW
Present screening & interview findings to hiring manager

Deliver the top 2-3 job fit candidates

24-hour update on candidate statuses

5 SELECTION & OFFER
Disposition candidates in tracking system

Present verbal and written offer of employment

Inform candidates of their status within 72 hours

6 ONBOARDING
Present clear and concise remote onboarding instructions

HOW DO I MAINTAIN COMPLIANCE WITH A VIRTUAL HIRING PROCESS?

- Determine which positions will require an in-person interview and make that visible and known to all stakeholders, including candidates!
- Ensure that you have all of the necessary technology to support a Virtual Hiring Process
- Define the Virtual Hiring Process and make that visible to all stakeholders
- Ensure the Virtual Hiring Process is consistent across all similar job functions for all candidates
- Avoid inconsistencies: if a position is engaging in the Virtual Hiring Process do not stray from that process.



COMMON VIRTUAL HIRING PROCESS MISTAKES:

NOT OFFERING ANY PERSONAL INTERACTION:
Recruiting chatbots, texting, and emailing are helpful to streamline and automate the process. Candidates still want an option to ask questions and connect with a knowledgeable person about the company, process, and more. Be there for your candidates, some want the personal connection.



NOT PROVIDING RECRUITERS WITH THE RIGHT TOOLS & TRAINING:

Make certain recruiters are aware of how their productivity is measured and what is expected. Make certain the technology you are leveraging is compatible with the laptop, selection tools, and numerous resources are all easily accessible.

NOT PROVIDING CONVENIENT AND FLEXIBLE HOURS:

Candidates aren't always available when you are. Don't limit the window to '9 to 5' for interviews, assessments, or for inquiries. Offer ample evening and weekend hours to screen and support your candidates or you'll miss out on top talent.



ASSUMING THAT HIRING VIRTUALLY DELIVERS POOR RESULTS:

As long as you possess a standardized/modern hiring process, the right blend of proven technology, and experienced recruiters who deliver results in a compliant manner then virtual hiring delivers the same (or better) caliber of candidate.

WAITING TO MODERNIZE YOUR HIRING PROCESS

Whether an in-person or virtual hiring process - you must meet the expectations of today's candidates; smartphone friendly, clearly articulated mission/values, ability to self-schedule, texting as an option, and the ability to leverage various virtual and automated tools to support them throughout your process.



* <https://www.talentnow.com/video-interviewing-in-2018-trends-and-insights/>