



Tips for Success in Virtual Interviewing

HELPFUL TIPS FOR CONDUCTING VIRTUAL INTERVIEWS

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Virtual Interviewing

Virtual interviews conducted by video conferencing have become more common – and not just for initial screening. From saving money on travel or accommodating asynchronous schedules to protecting the health of employees and communities during COVID-19, conducting highly effective virtual interviews can be great for both employers and candidates.

The Right Technology Makes a Big Difference

If you haven't used videoconferencing tools before, don't worry. There are a lot of good options on the market:

- Zoom Meeting
- Microsoft Teams
- Google Hangouts Meet
- Skype
- Cisco Webex Meetings
- BlueJeans

This may sound like a no-brainer, but you can't evaluate a candidate correctly if you aren't able to communicate with them. Regardless of what platform you use, make sure you know the technology well so that you can troubleshoot if you need to.

You will need to have basic video interview equipment as well, including: a microphone, camera and speakers.

To minimize technical hiccups and ensure a good candidate experience, do a video test run before your interviews.

It's also useful to choose where to do video interviews; a quiet room with no distractions is appropriate in this case. Finally consider creating a simple "how to set up a video interview" guide with basic technical instructions and video interview tips.

Recorded Video Interviews are also gaining in popularity (see next page for more details). Commonly used video interviewing software:

- VidCruiter
- SparkHire
- myInterview
- HireVue
- Interviewstream
- RecRight
- AllyO
- OutMatch



Choose your Space Well

Choose a professional background, where your face is the focal point of the interview. The area should be well lit, with neutral colors and furniture. Avoid areas that will pose any sort of distraction to either you or the candidate.



Body Language

Keep in mind the candidate can see you at all times during the interview. For this reason, your body language is extremely important in order to show you are engaged and interested. Avoid looking at your cell phone, answering emails, talking to the people, etc., as this could send the wrong message to your candidate that you are uninterested or not taking the interview seriously.

Tips for Virtual Interviewing

Document the Interview Process and Expectations

As your policies evolve, make sure you and your teammates are all on the same page about how you are going to conduct video interviews. Consider creating a shared document that outlines the process and where team members can post questions and get answers.

Reinforce your Employer Brand

Because candidates are not going to have an opportunity to walk around your office and get a first-hand glimpse of your company, you will need to prepare a compelling culture pitch. Consider focusing on your company's mission and vision and how that may tie to the candidate's values.

If you have any visual materials you can share with candidates during or after the interview, that will provide additional support.

Communicate Openly

It's important to keep your candidate informed. Particularly because with a virtual interview experience your candidate hasn't had a warm, in-person reception. Make sure candidates know:

- Names and roles of interviewers prior to each round
- General timeline for the hiring process
- Reach out as soon as a candidate is rejected
- Let them know if you would like them to apply for another role in the future.

Act as if it is an on-Site Interview

Bring your "A" game to the interview, just as you would if it was on-site. Dress appropriately. Make sure you're free from distractions. Make and sustain eye contact. Speak clearly. Nod when the candidate talks to show you're tracking.

But try to be forgiving of your candidate if life interrupts the interview. With spouses working from home, and children not in school, there is a possibility that the dog will bark, the phone will ring, or someone will pop into the frame during your interview.

Some preparation tips:

1. Make sure the candidate knows who he/she will be interviewing with in advance.
2. Do a video test run before your interviews. Check to make sure you know how to work the technology effortlessly by the time of the actual interview.
3. You want to dress as if you were meeting the candidate in person.
4. Have a strategy – think about the skills, attributes and competencies you are looking for in a candidate and design specific questions that dig into each one.
5. In order to fairly compare all candidates, you should ask them all the same questions. Follow up questions may be different to better understand each applicant's specific experience, but be sure that the first one or two questions for a specific skill are the same for each candidate.

Recorded Video Interviews can standardize your hiring process

An "on-demand" video interviews can help you eliminate bias and make your hiring process more consistent. To do this, an interviewer asks all candidates applying for the same role to answer the same two or three questions. Candidates then record and submit their answers through the video interview platform.

A lot of the value is in a recruiter's ability to vet a candidate by watching a few minutes of video, versus spending 30-45 minutes on the phone with a candidate, plus all the time and effort it takes to schedule and reschedule phone interviews.

On-demand interviews have the benefit that they're accessible by the entire hiring team (often via that same video recruiting software you used to conduct the interviews). Recruiters and hiring managers or other team members can view the recordings, share feedback within the platform, and decide to reject or move a candidate forward. Instead of having multiple interview rounds, where the candidate experience suffers due to different interviewers asking the same questions or evaluating the same skills at different stages, members of the hiring team can all view the same recording and make better informed hiring decisions.

Keep in mind that one-way interviews can feel impersonal, as candidates might never have the chance to actually speak to someone from your company. If you choose this route, you may want to overcome this by sending thoughtful and personal emails to rejected candidates from an actual member of the hiring team. This way candidates will know that their application was actually evaluated by a human being and not an automated system.

