



# Guide to Best Practices for Performing Video Recruiting Interviews

Embrace the new normal with effective, scalable video interviews.



**VIDEO  
INTERVIEWS  
OFFER  
ALL-AROUND  
CONVENIENCE**





# SCALABLE VIDEO INTERVIEWS

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When the global pandemic forced offices to close and employees were sent home to work, businesses needed a way to keep hiring.

They needed tools to help recruiters find talent anywhere, any time at a lower cost. Because [video job interviews](#) can fill that need, they aren't likely to disappear, even though many offices are getting back to work.

From protecting the recruiter's time to taking some of the pressure off the candidate, remote HR interviews offer a myriad of benefits to HR professionals and job seekers alike. Candidates are increasingly handling the job search online, and video interviews align perfectly with this trend.

As you're exploring video conferencing platforms for your HR interviews, keep the following video job interview best practices in mind:



# 1

## ALLOW FOR SCHEDULING CONVENIENCE

Convenient scheduling tools like Calendly have been game-changers for busy professionals. These self-service appointment schedulers cut out much of the back-and-forth tennis game of finding a time that works for both parties. Once a candidate selects an available date and time that works for them, they receive a reminder for their interview, along with instructions on how to access the interview.

However, as a [recent SHRM report](#) notes, many HR calendar tools are out-of-date, out-of-sync, or otherwise inefficient. The report also details that many candidates and interviewers alike will cancel and reschedule an interview, which could delay the hiring experience altogether. What's more, when hiring in high volumes, simple issues like a typo or selecting the wrong time zone could throw the entire process off course.

Video conferencing platforms like Discuss.io are incorporating similar tools into their features, but in a way that is designed specifically for HR functions. For example, HR leaders can set their availability in the platform, giving job seekers multiple times from which to choose. Rather than sending generic interview reminders, Discuss.io also includes information about the specific job and other relevant details tailored to the candidate.

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## MAINTAIN CONSISTENCY, BUT CUSTOMIZE EACH INTERVIEW

Ensure customer interactions through the pilot yield data tied to unique consumer IDs so you can improve your programs with an honest VoC approach. Check in with your partners to optimize performance. Run your pilot with a small group to work out the details before rolling out to the larger team. Leverage the Discuss.io provided support documentation in order to ensure ease of adoption.

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## CAPTURE KEY TAKEAWAYS

Unless you're recording an in-person interview in your office, you have no way to replay key parts of the interview once your candidate leaves. You're dependent on your own note-taking skills and your memory, both of which are prone to human error.

With video conferencing platforms, you'll always be able to refer to the recording when making your final hiring decisions. This can be a tremendous benefit when candidates are in a close race for the same job and HR professionals need a second, third, or fourth look at distinguishing characteristics among top contenders. One candidate's demeanor in the interview may be enough to set them apart from another. Or, you might pick up on critical details in their responses that you didn't document in your notes.

In the Discuss.io platform, interviewers can bookmark memorable moments in an interview and share a 30-second with colleagues or other decision-makers. At the end of the interview, the platform also prompts the interviewer to capture immediate thoughts and takeaways while they're still top of mind. Companies can also create up to three questions that need to be answered after each interview. Responses are kept with each job project so there's no risk of losing valuable notes.





**INTERVIEWERS SHOULD  
FOCUS ON THE CANDIDATE,  
NOT THEIR NOTES.**



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## TRANSCRIBE THE INTERVIEW FOR FASTER RECALL

Another helpful way to save the details of each video job interviewing session is to create an audio transcription. This gives you a quick point of reference instead of having to review the entire video.

Discuss.io has built automatic video transcriptions into the platform so you can focus less on note-taking and more on the candidate. The transcription is also easy to share among teams tasked with making hiring decisions.

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## BRAND THE EXPERIENCE

It's no secret that video job interviewing is a two-way street. Just as a candidate is trying to sell themselves, this is also the company's chance to put its best foot forward and show candidates why it's a great employer.

One way to do this is to brand your video job interview with your company name, logo, and colors. To the candidate, branding the interview can make several powerful statements. It shows you're highly invested in the candidate experience. It can also help your company stand out in a candidate's job search and make the entire interview more memorable.

We've made branding a part of the Discuss.io platform. Customize the experience and make it fun and unique for your job seekers.

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## SHARE THE INTERVIEW INTERNALLY

Hiring decisions are rarely based on the opinion of one person. However, trying to get all decision-makers together to discuss a candidate is a challenge. Having shareable assets like the video interview playback, transcript, and notes can streamline the process and save time for recruiters, managers, and candidates alike.

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## REVIEW RESULTS

Your recorded interviews can serve a purpose beyond simply finding talent. They can also serve as a baseline for understanding how well your recruiting and interviewing process is working to hire great new employees. Using 3-, 6-, and 12-month performance reviews as a post-hire metric, you can compare those reviews with interview answers you received from top-performing employees. Doing this, you will see patterns emerge that reveal which questions and answers best predict future high performance, which answers indicate a candidate is well-suited for one type of role over another, and so on. Thus, your interviews become, not just a way to hire one great employee, but a window into how to hire many great employees in the future.





# Discuss.io: Leading the Hiring Discussion Today

If the current global pandemic has taught us anything, it's that remote technology is no longer a luxury. At Discuss.io, we're helping companies create a culture of change every day by bringing simplicity and practicality to remote HR interviews

See the Discuss.io platform in action by [booking a demo](#) today!

[BOOKING A DEMO](#)

