Hire★Vue

WHITE PAPER

THE BUSINESS CONTINUITY GUIDE FOR HIRING

WHY TECHNOLOGY AND HR EXECUTIVES HAVE TO START EVALUATING VIRTUAL HIRING SOFTWARE

In March 2020, when the global economy as we knew it came to a screeching halt, many business leaders were able to quickly pivot their business initiatives and adopt new practices and technologies they hoped would get their teams through the early days of the coronavirus pandemic. As we move into a new normal, many professionals are settling into the reality that we will never go back to the world of work we once knew.

At HireVue, we believe it's time to leave behind the quick fixes that helped so many survive the early days of the pandemic, and find sustainable solutions that will serve our businesses and our teams for the long haul.

Bootstrapped Virtual Interviewing Will Not Work Forever

So how should you apply this notion to what are, arguably, the most important business decisions you'll ever make - your hiring decisions?

In the early days of the pandemic, many organizations turned to technologies that were already integrated into their workflows and technology stacks, like Zoom or Skype, to meet hiring demands and maintain business continuity. While that may have been the right call at the time, we simply cannot rely on meeting platforms to deliver quality interviews.

Why? Because a job interview is not just any other meeting; it's an opportunity to compete for top talent, and to do that quickly, efficiently, and safely. Short-term solutions can stall your growth, inhibit good hiring practices, and interrupt business continuity.

86%
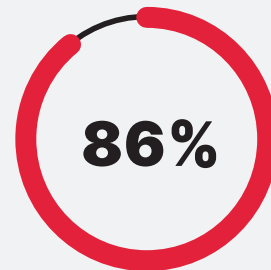
of organizations are adapting to virtual interviews to hire during COVID-19.

COVID-19 HAS AFFECTED EVERY INDUSTRY.[2]

Job loss totals are astronomical:[3]

144M
Food and Accommodation*

482M
Retail and Wholesale*

157M
Business Services and Administration*

464M
Manufacturing*

If you're still using short-term solutions, you're likely running into many, or all, of the following problems:

1 | Inadequate security.
Unless your company already has strong, encrypted security measures behind these free platforms, there is a serious risk of data breaches[1]. That may not pose a problem for a weekly update or town hall meeting, but is not sufficient for complying with data protection regulations like GDPR.

2 | Lack of scalability.
The amount of time employers spent on interviews nearly doubled between 2009-2019, according to Glassdoor research. The vast majority of these interviews were done live and in person. By the end of April 2020, 86% of organizations had adapted to virtual interviews[2]. But simply replacing in-person interviews with virtual ones is not a scalable solution; it does not allow you to hire more quickly, efficiently, and better than before.

3 | Inability to handle applicant volume.
Many companies are facing surges in employment applications, as they try to rapidly rehire in a labor market where unemployment is hovering around 10%. Virtual meeting platforms do not enable you to automatically filter these applications so you can spend time only on the candidates who will add the most value to your organization.

4 | Failure to reduce interview bias.
We live in a time where reducing bias is crucial for the ongoing success of both our company *and* our society. Yet, instead of providing a fair and objective interview structure, short-term solutions rely entirely on human interaction. When in-person interviews are simply replaced with video interviews, the heavy focus on personal appearance, and unnecessary technological obstacles, can make implicit bias even worse than it already is[4].

5 | A weak candidate experience.
We all have busy, full lives - job candidates and hiring managers alike. And our lives have become increasingly dynamic, especially as many people adapt to new work rhythms, like unconventional business hours, as they juggle a full-time job along with their children's remote learning. Limiting interviews to only live, real-time options can be a hindrance for many talented job candidates looking to make a valuable contribution to your organization.

SOURCES:
[1] hbr.org/2020/03/a-guide-to-managing-your-newly-remote-workers
[2] www.techrepublic.com/article/86-of-companies-are-conducting-job-interviews-via-video-conference/
[3] www.fastcompany.com/90487678/using-zoom-for-job-interviews-right-now-makes-an-age-old-problem-even-worse

The Long Term Solution For Hiring In A Remote World

Now, imagine being able to automate, improve, and streamline the majority of your virtual interviews, instead of wading through pools of resumes, all while improving hiring decisions and minimizing implicit bias.

HireVue is **the technological pioneer** in virtual interviewing. Our structured interviews are 35% more predictive than unstructured phone screenings or Zoom calls. For nearly 20 years, we've helped companies across the globe conduct over 15,000,000 interviews. Our technology is powered by AI to better predict top tier candidates and reduce bias, as well as automate much of the laborious minutiae that comes with recruiting. HireVue empowers you to make the best hires who can instantly contribute to the organization, and will stick with you for the long haul.

Like BP, whose plan for campus recruiting in the spring of 2020 changed overnight with college students finishing their semesters online. Since nearly half of BP's graduate hiring is done through onsite campus visits, they were required to entirely re-think their campus strategy.

Fortunately, BP had already implemented virtual recruitment, which allowed them to maintain talent continuity during changing times. According to Rebecca Wright, an Early Careers Specialist at BP, "The crisis plan became the normal plan."

74%
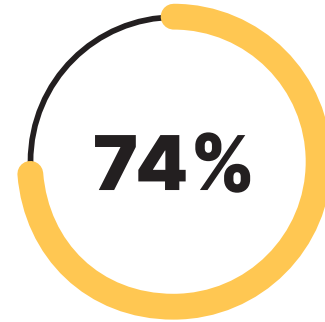
of companies surveyed plan to shift some employees to permanently remote roles.[4]

This is how HireVue solves the problems that short-term solutions create:

✦ **HireVue is secure.**
HireVue is GDPR compliant, and has SOC 2 Type 2, ISO 27001, and FedRAMP Certifications.

✦ **HireVue is scalable.**
According to the Harvard Business Review, one of the best ways companies can adapt to COVID-19 and remote work is by automating as many processes as possible[4]. HireVue allows you to filter through hundreds or thousands of applications, focusing on the people who will contribute the most to your organization.

✦ **HireVue was made for volume.**
HireVue's virtual interviewing solutions integrate with enterprise ATS and HCM vendors. As a result, you can respond to high volume hiring, whether it comes consistently or in surges, to maintain business continuity.

✦ **HireVue reduces bias.**
By offering a consistent structure that creates a fair interview process for all, HireVue allows you to reap the benefits of blind hiring[5]. Job candidates are judged solely on job related competencies, which greatly increases diversity and inclusivity, while at the same time improving hiring decisions.

✦ **HireVue enhances the experience of both job candidates and recruiters.**
HireVue utilizes on-demand technology to interview candidates at a time that's best for them, instead of interrupting their very busy, full lives. Access to on-demand services is becoming increasingly important as traditional business hours and work days are being reevaluated and reset.

✦ **HireVue upgrades your employer brand.**
Using HireVue, businesses can take advantage of the branding opportunities that will create the ideal virtual environment candidates are searching for. They'll get to know your company, culture, and brand throughout a digital interviewing process, without ever setting foot in your office.

✦ **HireVue makes hiring technical talent easy.**
HireVue helps you hire technical talent that can code, communicate, *and* collaborate. Our coding and interview assessments help even non-technical recruiters quickly identify top-tier talent, easily spot cheating, adequately evaluate soft skills, and get your candidates through the hiring process faster than traditional processes. Also, our technical hiring solution generates, on average, higher CSAT scores[6].

SOURCES:
[4] hbr.org/2020/04/how-the-coronavirus-crisis-is-redefining-jobs
[5] www.fastcompany.com/3057631/how-blind-recruitment-works-and-why-you-should-consider
[6] www.hirevue.com/why-hirevue/solutions/technical-hiring-recruitment-technology

Virtual Interviewing at Its Finest

BP

BP had already grown accustomed to using HireVue for video interviewing. Back in 2017, BP used HireVue to overcome the challenges of Hurricane Harvey, allowing their Houston team to work from home more efficiently and effectively than before. **BP's recruiters no longer had to face staggering 8+ hour days with back-to-back interviews.** They were able to adjust and review candidate interviews flexibly, during times that worked best for them.

When the COVID-19 pandemic began in March 2020, **BP felt prepared to switch over to 100% virtual hiring methods.** In fact, they also adapted their campus recruiting to a fully digital strategy with HireVue's video interviewing software. **BP was up and running within a matter of weeks using a fully-digital hiring process.**

They provided their teams with recorded training sessions and walked each employee through HireVue's capabilities. **In fact, BP noticed a decrease in time to hire and cost to fill, given that they no longer needed to fly top candidates out for final interviews.** Perhaps even better, their recruiters were able to offer more attention to each candidate and make the best hiring decisions possible.

TITLE LENDING COMPANY

One of the largest and most reputable title lending companies in the U.S. incorporated HireVue into their recruitment strategy to reduce the costs of hiring, and ensure that the recruiters always place the right candidate into the right job, no matter the location. "Critical to our continued success is hiring the best talent to support our growth," CEO Tracy Young says.

After implementing HireVue, **they reported a record high net promoter score for candidates,** found the candidates they were most likely to retain, and eliminated what had previously been the interviewing platform of choice, Skype, as it was not able to scale with their hiring needs.

GROCERY STORE CHAIN

One of America's largest grocery store chains used HireVue's virtual interviewing solutions to complete a massive hiring at scale. The grocery giant needed to fill thousands of individual roles across its distribution center, warehouse, stocker, and driver roles. **The organization was able to successfully interview over 11,500 candidates per day.**

HireVue's virtual interviewing software allowed them to interview over 22,000 candidates within 48 hours. Throughout the Coronavirus pandemic, this organization has used HireVue's virtual interviewing software to complete nearly **90,000 interviews from March to June 2020.**

With 99% uptime and 24/7 support, HireVue's flexibility helped the grocer's recruiters review candidates in a timely manner. Additionally, with the help of AI, skills-based and game-based assessments, HireVue found the best talent, faster.

RETAIL PHARMACY

A retail pharmacy, and essential business, faced major challenges when the COVID-19 pandemic hit. They needed to scale their hiring process when the company realized they were facing an unprecedented demand for many roles including pharmacists, store associates, nurses, and clinical workers.

They set a lofty goal of immediately hiring 50,000 employees during late March 2020, and turned to HireVue's virtual hiring software to expedite the hiring process and find better talent faster. Those roles included full-time, temporary, and part-time roles across the United States.

HireVue offered seamless integration with the company's ATS. Using a combination of game and skills-based assessments, they were able to quickly usher in premier talent to the top of the applicant pool. Additionally, having the ability to complete both on-demand and live interviews allowed the talent acquisition teams and recruiters to flexibly interview candidates at any time and from anywhere.

GLOBAL TELECOMMUNICATIONS COMPANY

One of the largest telecommunications companies in Australia and Southeast Asia needed immediate help during COVID-19, when one of their largest contact centers shut down due to the pandemic. **They needed to hire at least 1,500 short term employees as quickly as possible,** to manage the needs of their clients. This company provides telecom services in Australia, as well as 20 other countries.

The telecommunications company had not previously used HireVue. It was critical to get the video interviewing software up and running as quickly as possible. HireVue stepped in, offering flexible virtual hiring solutions that would allow all of the company's affected employees to work from home.

Additionally, HireVue offered the pre-hire assessments the company needed to scale their hiring process fast. HireVue allowed them to identify top-tier talent as quickly as possible—as opposed to forcing recruiters to sift through tens of thousands of applications by hand.

With HireVue's virtual hiring software, **the company was able to set up at least 15,000 interviews in just three days' time. They conducted almost 9,000 interviews in this record time, extending 252 offers in under two weeks** from launching the new software. HireVue's virtual hiring software allowed the company to replace many manual steps from their former hiring process, such as phone screening, resume screening, and even first-stage interviews.

Best of all, the speed of the company's success increased brand recognition and visibility for the company during a critical time. HireVue allowed them to hire more employees, gain positive press, and maintain business continuity during a pandemic.

Over 15 million interviews and counting have been completed on the HireVue platform. We looked at hiring trends in our data by industry as of June 30, 2020. Here is a snapshot of hiring increases by industry and region according to our proprietary data.
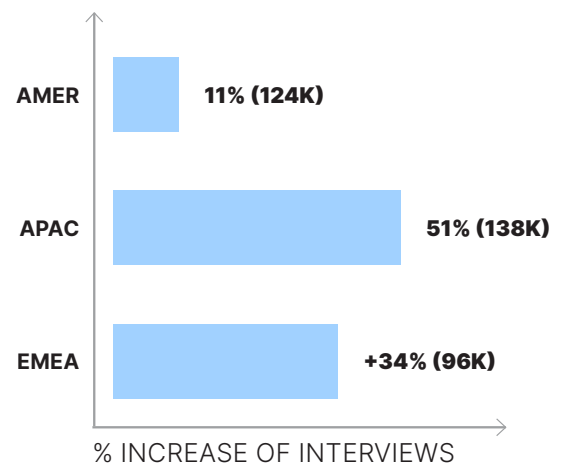
VIRTUAL INTERVIEW INCREASES BY INDUSTRY
2019 vs 2020 YoY Comparison

FOOD AND BEVERAGE — +123%
COMMUNICATIONS — +67%
GOVERNMENT — +408%
INSURANCE — +55%
CONSUMER GOODS — +92%
GROCERIES — +122%

% INCREASE OF HIRES

VIRTUAL INTERVIEW INCREASES BY REGION
2019 vs 2020 YoY Comparison

AMER — 11% (124K)
APAC — 51% (138K)
EMEA — +34% (96K)

% INCREASE OF INTERVIEWS

CONCLUSION

Digital transformation in hiring is here. Relying on the traditional interview is not the way to hire anymore. Today, we have an opportunity to dismantle a system that wasn't working and to build a better, more efficient, more fair system than what we had before.

Can your virtual meeting solutions do that?

GET A DEMO

Hire★Vue

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