Criteria

Video Interviewing

Identify the best talent, faster

- ✓ Deliver seamless video interviews at scale
- ✓ Speed up candidate screening
- ✓ Tap into talent across all backgrounds
- ✓ Focus on job-relevant competencies
- ✓ Create an engaging, candidate-friendly experience
- ✓ Keep all candidate data in one place
- ✓ Improve quality of hire and drive business outcomes

Make structured interviewing faster and easier

Numerous studies clearly identify structured interviews as the gold standard for predicting job performance[1], providing twice the predictive power of more traditional unstructured interviews. This means better hiring decisions and reduced likelihood of a poor hire.

The great news is that it's fast and easy to set up and deliver engaging structured video interviews with Criteria. This means you can:

- ✓ Replace time-consuming phone screens and complete screening up to 75% faster[2]
- ✓ Create a fairer, more unbiased, and predictive interviewing process
- ✓ Promote your employer brand and engage candidates with an immersive experience that 80% of candidates feel positively about[3]
- ✓ Keep all your candidate data organized in Criteria or your ATS.

*1 Sackett, Wiesner & Cronshaw*
2 Replacing a 20-minute phone screen with a 5-minute video review vastly reduces screening time. For example, 15 candidates x 20-minute phone screen = 5 hours; 15 candidates x 5-minute video review = 1.25 hours.
3 Criteria Candidate Experience Survey, 2023

How it works:

1 Set up the interview (HR/TA)

- Create an interview by choosing competency-based, job-related questions from an extensive library of pre-filmed questions, or record and add your own
- Promote your employer brand with your own content, including logos, text and video messages
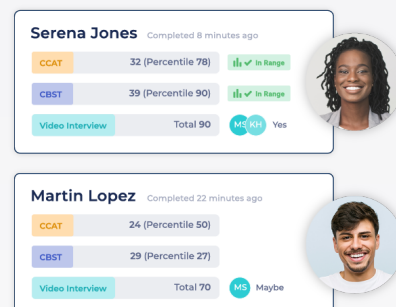- Invite candidates with a personalized email.
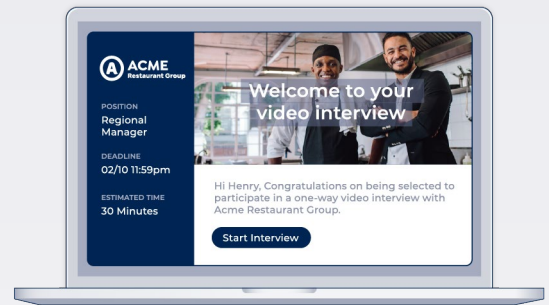
2 Collaborate and evaluate (Evaluators)

Once candidates have provided their responses, evaluators review and rate them independently.
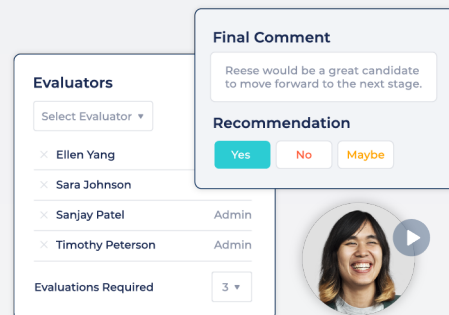
3 Review candidate results (HR/TA)

Evaluations are saved against the candidate's record in Criteria or your ATS, alongside their assessment results.

Everyone benefits from video interviews

Conducting recorded video interviews means you're providing a better experience for candidates, evaluators, and your HR or Talent Acquisition teams.

A better experience for candidates

- 80% of candidates feel positively about video interviews[4]

- Candidates can complete their interview on any device, in a time and location that works best for them

- Offer a simple and straightforward experience with camera and microphone checks, preparation time, practice questions, and retake opportunities

- Ensure every candidate has the same opportunity to showcase their competencies, skills and abilities

A better experience for evaluators

- Evaluators receive simple instructions and can review interviews in a time and place that suits them

- Candidates are evaluated consistently and fairly according to clear rating guides

- Encourage independent collaboration and reduce groupthink bias: evaluators won't see others' ratings until they submit their own

A better experience for HR/Talent Acquisition teams

- Reduce a 20-minute phone screen (and the time required to schedule each session) to a 5-minute review, completing screening 75% faster

- Collect feedback automatically and advance the most promising candidates rapidly

- Leverage an extensive library of competency-based, job-relevant questions, asked by people of different ethnic and cultural backgrounds

- Get a more holistic view of each candidate by combining structured interview and assessment data, organized in one place

Better outcomes for your organization

- Speed up your hiring process and get an edge on the competition by identifying and progressing the best candidates more quickly

- Tap into a wider talent pool across locations and time zones

- Promote your employer brand and engage candidates with customized invitations, welcome and EVP (Employer Value Proposition) videos, and questions asked by your team, giving candidates an insight into working at your organization

- Build more inclusive hiring practices and embrace different thinking styles with world-first diversity, equity and inclusion tools including masking personal details, disabling video, voice masking

- Reduce bias and ensure an equal playing field for all candidates with fair and consistent evaluations

- Get stronger, more predictive "talent signals" for each candidate to make more informed talent decisions and drive tangible business outcomes, such as improved quality of hire, performance and retention.

4 Criteria candidate experience survey, 2023. Based on responses from 2,059 job seekers.

www.criteriacorp.com

Which tool should I use?

Criteria offers two intuitive tools to help you conduct structured and more predictive interviews easily.

Video Interviewing

We recommend using Video (recorded) Interviewing:

- To replace time-consuming phone screens (and complete screening 75% faster)

- Early in the recruitment process (can be included in the same stage as assessments), but can be used at any time

- For large candidate cohorts, e.g., for campus or graduate hiring programs

- When it's appropriate for candidates to complete the interview in a time and location that suits them best

- To collect work samples such as demo pitches or responses to customer queries

Live Interviewing

We recommend using Live (real time) Interviewing:

- For any live candidate interactions, such as online or face-to-face interviews

- Later in the recruitment process, but can be used at any time

- To replace phone screens, if you prefer to conduct them in real time

- If you want to incorporate live assessments, role plays or work samples