

Authentic, easy to use, flexible – Candidates talking about the *interview suite*

The *viasto interview suite* offers candidates the unique opportunity to personally present themselves to the hiring company. They answer job-related questions in a fair and objective video interview process. This fulfills crucial expectations of candidates: that applications are authentic, easy to use and flexible. That’s why the *interview suite* offers advantages not only from the company’s point of view, but also from a candidate’s point of view.

“I want to personally comment on my CV.”

Candidates want to personally present themselves throughout the selection process. According to a survey conducted on Germany’s biggest job tradefair for students (Connecticum, Berlin, 2011), 90% of all candidates want to personally comment on their CVs. Only a few think that the hiring manager can capture all that is important about the candidate and their application on just a CV’s basis. At the same time, candidates expect the recruiting technology in use to be intuitive as well as easy and fun to use.

The personal presentation through a video interview - a big gain for candidates

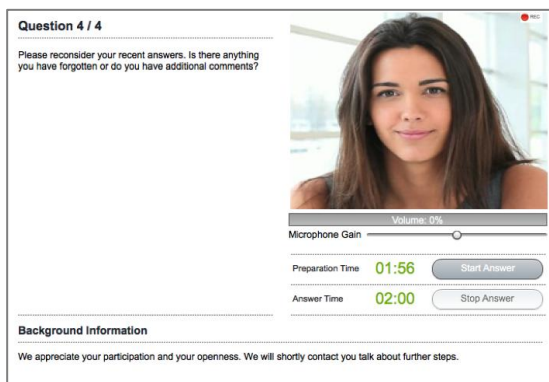
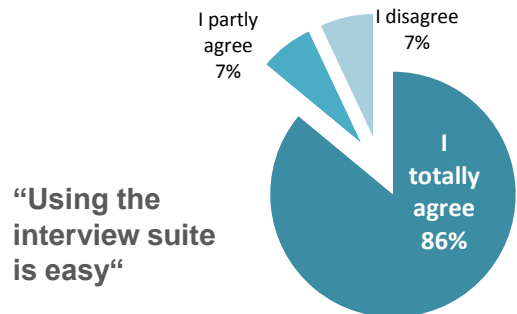


Figure: A candidate answering questions in the *interview suite*

According to a study conducted at University of Potsdam (Brenner, 2012), candidates especially value the answering format of the asynchronous video interview: 75% of all participants perceive the opportunity to freely answer to questions as a big gain – unlike how it is in traditional online forms. “The video based answers allow me to present a wider range of topics and contents than would be possible with telephone interviews.”, says a candidate.

“Using the interview suite is very easy” – Top Grades for Usability

The interview suite was given top grades for usability (Brenner, 2012) – getting 4.2 out of 5 possible points, the *interview suite* impressed with its intuitive usability. “I knew what to do at every point of time” was the unanimous judgment of the study participants. An exciting discovery was that the positive usability rating is completely independent from how confident the participant generally feels while using computers.



“Using the interview suite is easy“

Literature: Brenner, F. (2012). Applicant reactions to asynchronous video interviewing. Diploma thesis, University of Potsdam

Flexibility – a matter of course

“The procedure is time-saving.” The candidates all agreed upon this positive judgment of the *interview suite*. 75% of the participants asked at the job-tradefair welcomed the unique flexibility that the interview suite offers in the selection process.

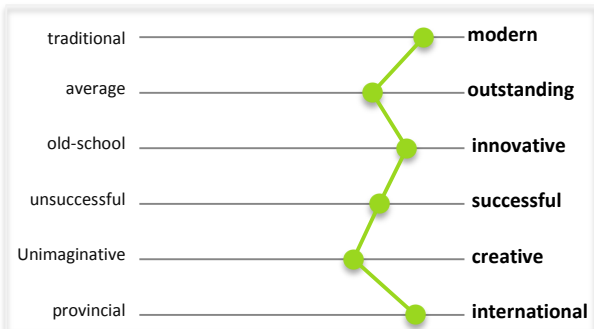
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Employer Branding – Candidate Experience with asynchronous video interviews

The selection process is the business card of your company. That leads to the question: How are those companies perceived who integrate asynchronous video interviews in their selection process? The study from University of Potsdam showed that companies using the interview suite are perceived as innovative, successful, creative and international – crucial facts when it comes to the war for talent.

A company using the *interview suite*:



Quelle: Brenner, F. (2012). Applicant reactions to asynchronous video interviewing. Diploma thesis, University of Potsdam

What our clients say...

“All of our candidates found the video interview great and interesting.”

Alena Heßhaus, Haniel Holding

“The candidates were amazed by and wanted to seize the opportunity to personally present themselves to their potential employer.”

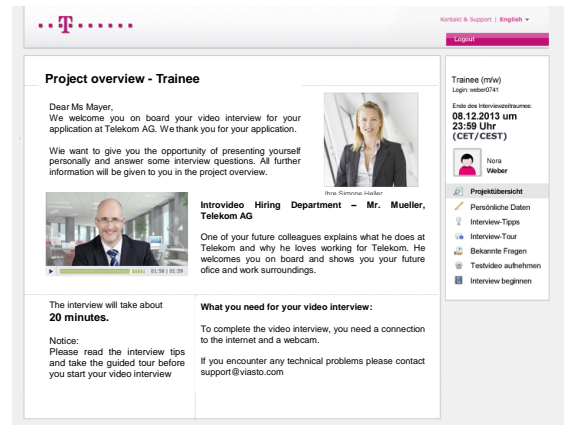
Silvia Götz, DIS AG

“The flexibility in time as well as the opportunity to complete the video interview at their home is what candidates consider to be a great gain.”

Sophia Lambert, Atheneum Partners

“We want to fill the candidates with enthusiasm.”

“To us, it was clear from the beginning that we also want candidates to be enthusiastic about the *interview suite*” said Martin Becker (CEO, viasto GmbH). “An appealing user interface and features, like the opportunity for candidates to watch short introduction videos from the hiring managers and recruiters before actually starting the video interview, are extremely important for a positive candidate experience.” This is exactly what the interview suite should achieve – a positive experience that ties the candidates inseparably to your company.



Graphic: The candidate sees an introduction video of the hiring department and the contact person from HR on the welcome screen before he starts the asynchronous video interview.

Please let us know if you have any further questions.



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In her position as Head of HR-Consulting, Sara Lindemann advises clients how to best implement and use the *interview suite*.

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