

A Powerful Brand Experience – How Bertelsmann attracts international top talent using pre-recorded video interviews

With pre-recorded video interviews, Bertelsmann identified not only the most promising international young talents, but strengthened its positioning as an innovative media company.

Bertelsmann - A digital media group on the rise

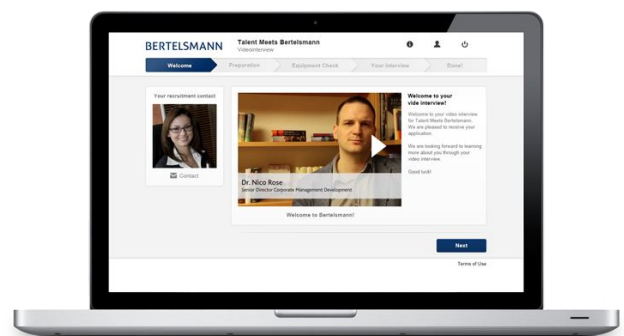
Bertelsmann, an international media company with more than 110,000 employees in approximately 50 countries, stands for creativity and entrepreneurship. It looks for open-minded, creative and responsible people who want to actively shape the media industry of today and tomorrow.

Talent Meets Bertelsmann: An exciting event with enthusiastic participants

The Employer Branding Event "Talent Meets Bertelsmann" (TMB) is part of the award-winning employer branding campaign "Create Your Own Career". 2013 was the first time in which the event was conducted with a focus on international students. The aim was to invite potential talents from around the world to its office in Berlin and to inform them about the various career opportunities within Bertelsmann. TMB participants met around 80 international company executives and executive board members and took part in challenging workshops.

Discovering the best talents within a few days

The first international edition of the event was accompanied by a new marketing and recruiting strategy, with marketing activities focusing on excellent business schools in the European core countries of Bertelsmann such as the UK, Spain and France. For efficiency reasons, candidate selection was to be centralised in Germany. Bertelsmann decided to use viasto's pre-recorded video interviews to select the best candidates from an international pool of applicants.



Candidates are greeted in the interview suite by Dr. Nico Rose

"With our innovative recruiting strategy for Talent Meets Bertelsmann, we set new standards in international recruiting and employer branding. For the first time, we have identified the best young talents worldwide. Across borders and time zones, we were able to select digital natives for an exciting event in Germany. Bertelsmann successfully positioned itself as a major international player in the competition for the best talent."

Dr. Nico Rose, Senior Director Corporate Management Development,
Bertelsmann SE & Co. KGaA



Gaining a reliable personal

The recruiters were faced with the challenge of identifying the 60 most promising candidates out of several hundred applications. Using viasto's *interview suite*, they were easily able to obtain a personal and professional impression of their international applicants, across borders and time zones. They managed to easily and reliably identify candidates with excellent English skills and a high affinity for media, who perfectly fit into Bertelsmann's company culture.

Fair and objective pre-selection of international talents

As the video interviews are highly structured, all applicants answered the same questions and had the same preparation and answering time. Each candidate, regardless of their place of residence, was objectively evaluated according to identical criteria. Therefore, each candidate had the same chance to convince the recruiter of their competencies. Pre-recorded video interviews meet all the requirements of personal diagnostics as they are highly structured. Especially when it comes to selecting international candidates, it is crucial to establish and respect uniform quality standards to guarantee maximum diversity. This is exactly what the *interview suite* does.

Showing personality: candidates appreciate flexibility in the recruitment process

The figures demonstrate the high acceptance of the tool: around 90% of the 121 applicants completed their video interview. Studies conducted by Bertelsmann show that candidates highly appreciate the chance to show their personality, as well as the ability to record the video interview at their convenience. Also, time zones were no longer an issue. Bertelsmann could easily invite candidates from all over the world to the video interview – and candidates were enthusiastic about this opportunity.

Bertelsmann is boosting its image as a 'digital' company

Thanks to the *interview suite*, Bertelsmann is enhancing its image as a modern and digital employer. Using pre-recorded video interviews for its recruitment, it positively influences the image that candidates have of the recruitment process and, more generally, of the company.

The interview suite is a software (SaaS) for pre-recorded video interviews. Recruiters and multiple decision makers obtain a picture of the concrete skills and knowledge of the candidates, prior to the personal interview. The special feature: the candidate conducts the video interview independently. The video interview and its evaluation are temporally and spatially independent.