

**Ebook**

All you need  
to know about  
**pre-recorded  
video  
interviews**



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**W**e've been using digital technology in Human Resources for a long time now. Over the years, new technological innovations have emerged and pushed the limits in terms of higher performance and new possibilities! Including chatbots, talent spotting algorithms for social networks, artificial intelligence, paperless procedures, digitization is gradually becoming an integral part of our day-to-day lives.

This is why we decided to launch Smart Interview, our pre-recorded video interview solution. First and foremost, we are looking to meet the hiring challenges faced by HR professionals, with the goal of facilitating recruitment and making it an altogether more seamless experience. While at the same time, ensuring that the candidates have the most user-friendly experience.

Making the recruiter's key responsibilities easier to manage: drafting candidate shortlists, sharing them internally, and ensuring that the applicant profiles match expectations. Video interviews offer many advantages, among which is the possibility for candidates to better grab the recruiter's attention than they would have been able to with just a CV. As candidates get the chance to articulate their experience, communicate their expertise, and make the most of their soft skills. In short, pre-recorded video interviews enable the candidates to showcase their talents and reveal their full potential, in a few minutes, from anywhere in the world.

We have to be clear on one point: video interviews will never replace face-to-face interviews. Human contact is a vital aspect when it comes to judging a person's many different aspects; there are no alternatives to eye contact, glances, verbal self-assurance and nervousness. On the other hand, it can't be denied that this method considerably facilitates the preselection of the candidates to be interviewed.



**Patrick Leguide**  
Founder and CEO of Central Test

A woman with long brown hair, wearing a black headset with a microphone, is smiling and gesturing with her right hand while sitting at a desk. She is wearing a black long-sleeved shirt with small white stars. In front of her is a silver laptop. To her left is a grey mug. The background is a bright, modern office with a white desk, a computer monitor, and a potted plant.

# 1 Concept



## Pre-recorded video interviews in brief

A practice which is fast gaining ground in the recruitment world, pre-recorded video interviews are a recruitment method that combines both human and digital elements. This increasingly common practice, which first started in North American and European countries, guarantees both efficiency and selection quality.

The video interview generally takes place between a CV being received and a face-to-face meeting. It makes it possible to replace preselection sessions by telephone, which are often time-consuming and cumbersome to schedule. Video interviews offer a host of advantages, like cost, time savings, flexibility, etc.

Some companies even use pre-recorded video interviews without requesting the candidates to submit a CV. To what end do they do this? To recruit a person with a variety of soft skills over and above the technical skills, which can be learned on the job. This practice is most common when hiring trainees and entry level executives.

### Market context

The employment market gets increasingly competitive. Identifying, attracting, and building interest among the most talented professionals is an art which can sometimes be difficult to perform. In this situation, why not take advantage of emerging new technologies that are innovating recruitment methods?

According to a study by [Cisco](#), there will be almost 5.5 billion mobile data users in the world by 2021 and approximately 3/4th (78%) of the global data traffic will come from videos. It therefore makes sense to note that the mobile industry and human resources must work together to propose solutions for professionals to leverage the advancements in multimedia mobile technology.

As something of a mini digital revolution, video interviews will not only transform the work of recruiters but also re-define the candidate's hiring experience. Overall it offers tangible benefits for both recruiters and candidates.

On their side, the candidates will not only be able to easily communicate their experience and skills, but able to take advantage of the pre-recorded interview process in order to highlight the best aspects of their profile, much better than what could have been achieved with a CV on its own.





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How does it work?

# 1

## Preparing the questions



# 2

## Inviting the candidates



# 3

## Collective decision-making



The HR professional driving the recruitment process drafts interview questions, which are then recorded on the assessment platform. They can select from a list of pre-selected questions, choose the desired response and question formats (video, audio or text interview), as well as the response time best suited to their requirements. For example, with Central Test, a company can customize the interview by combining audio, video and text questions and also incorporate presentation videos to offer knowledge of the job role or employer brand.

The candidates answer the interview questions by simply recording themselves via the online platform. They perform the pre-recorded interview at their preferred location and time, using their device of choice (e.g. a computer, smartphone, tablet, etc.). The candidates are also allowed some practice time and questions, enabling them to comfortably prepare their presentation and interview approach.

The recruiters can directly share the candidate's responses with multiple evaluators via the assessment platform, thereby considerably decreasing the typical communication efforts. This also enables recruiters to collectively discuss and register various feedback within the candidate's interview report as well as to make more collaborated hiring decisions with ease and speed.

## Combining pre-recorded video interviews with other assessments

And why not combine pre-recorded video interviews with psychometric tests to ensure more secure decision-making?

This allows companies to take reliable decisions that are free of cognitive biases and, by combining different testing solutions, recruiters can obtain a complete overview of the candidate's profile. Adopting this approach also enables a candidate selection process that best matches the job requirements and company values. The idea is to effectively combine complementary assessment tools such as, for example, when the interview report is analyzed alongside a personality and reasoning test, a 360-degree analysis is obtained, which can then be used to identify the candidate's talents and predict potential.

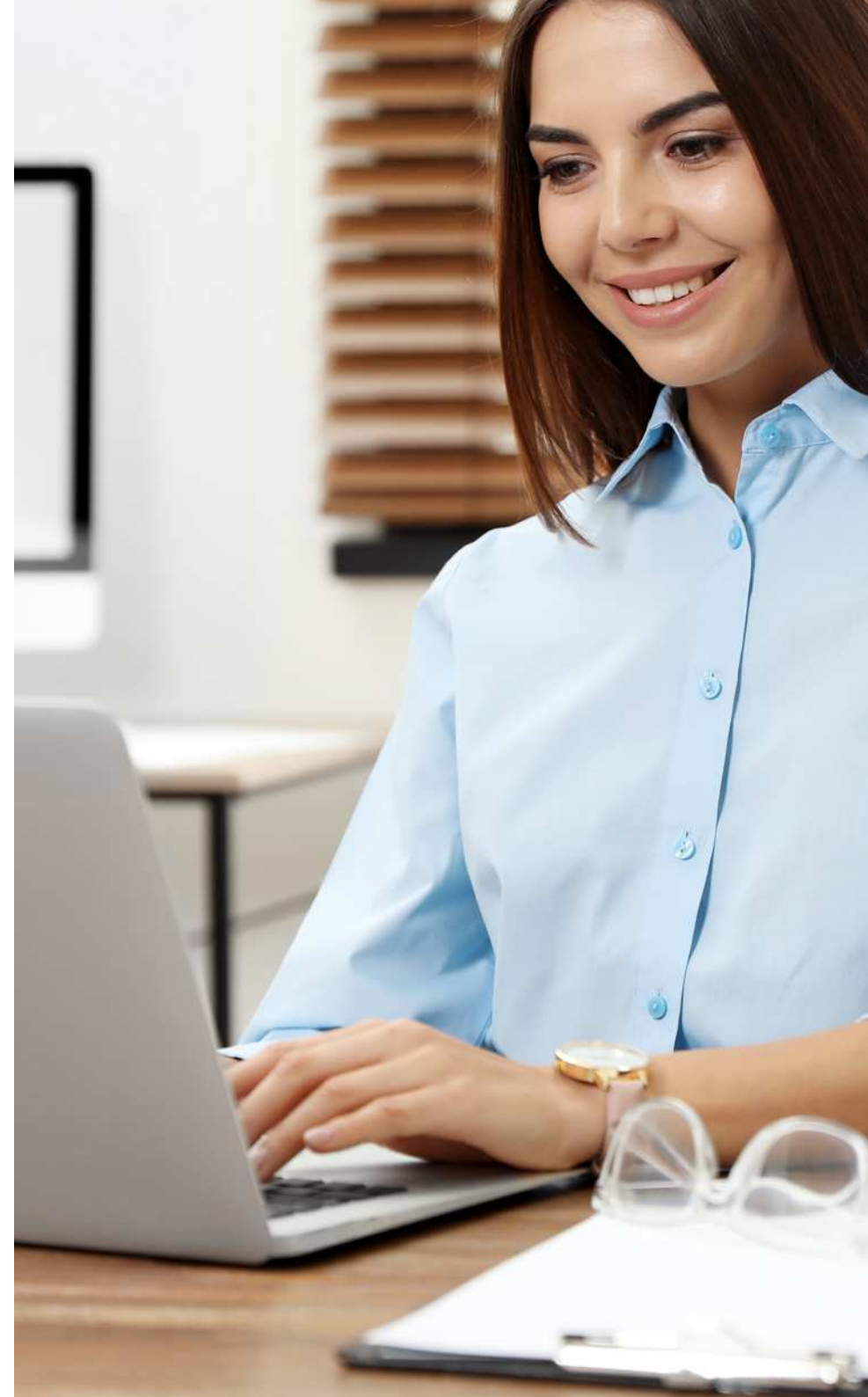
The above method of using various assessment tools, together, is known as the multicriteria approach. Generally speaking, the more data points involved, the more secure decision-making by HR will be.

For example, if you're looking to recruit a sales manager, it can be a good idea to use a video at the pre-selection stage, then combine the sales aptitude test, with a professional personality test with the face-to-face interview. Following from this, it is best to use the combined reports of all these assessment tools in order to take the final hiring decisions.

### In which contexts can pre-recorded video interviews be used?

The use of pre-recorded video interviews can be extended well beyond the pre-selection stage. It really depends on your assessment objectives.

The uses of pre-recorded video interviews are many and varied: during internal mobility changes, performance appraisals of your international team, team audits and trainings. For example, when it comes to training sales representatives, pre-recorded video interviews are a highly practical tool for creating interactive L&D content, with the trainees' responses being recorded and analysed and then commented on during the training session. Multiple such training modules can be created and made readily available as required.





## Objective

## Use

Pre-selection

Organising a video interview after initially filtering the CVs or simultaneously as application is received.

Training

A practical means of creating L&D content for training your teams to interact with / react to a given situation.

Linguistic evaluation

Evaluating a candidate's verbal skills, like voice modulation, charity pronunciations, etc.

Annual appraisal

Pre-recorded sessions allow you to easily consult your staff across the globe in different time zones with different working hours.

Coaching

Helps students to prepare for interviews with mock sessions and learn to present them themselves.

Team audit

Creation of a structured interview which collates all the feedback from team members using it as a central resource for a standardises process.

Satisfaction surveys

Makes it possible to group together feedback from all participants on a single platform, during a training session or for the various HR exercises.



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**The benefits of using  
pre-recorded video interviews  
in the recruitment process**

## From the recruiter's perspective



**Time & cost savings :** the right candidate can be reached anywhere in the world, easily and more quickly. Even telephone/ video conf. calls (and the needed follow-ups) or the scheduling of so-called “real-time” interviews are not needed by design, as the candidates are shortlisted directly from the responses received via the pre-recorded video interviews.



**Smart application for candidates:** the chosen candidates are better assessed with the use of video technology, as it makes it possible for the applicants to highlight their best qualities and skills, in a way that CVs and other written mediums do not allow.



**Enhanced employer branding:** these types of dynamic and intuitive solutions are particularly attractive to the tech-savvy generations and, therefore, enable companies to stand out as a preferred employer. It also provides opportunities to showcase company culture and integrate the company brand in the interview experience.



**Effective analysis of candidates :** dialogue and collaboration between multiple interview assessors is enabled, thereby strengthening decision making as a collective process.



**Geographical limitations are a thing of the past :** companies can now more easily consider international candidates.







## The benefits for the candidates



**Reduced travel costs & time:** pre-recorded video interviews make it possible for the candidates to participate in the interview process from a feasible location, at any convenient time.



**Express candidature beyond the CV :** the candidates can more effectively communicate their skills, personality and experiences via a pre-recorded video interview responses. A CV, on its own, doesn't allow this level personalisation and showcasing.



**Preferred conditions:** the candidates can record their responses in a location of their choice, where they are at ease. They can also reply to the interview questions when their schedule allows: early in the morning, during a break or at the weekend - this is especially useful for candidates working a full-time job.

Pre-recorded video interviews offer many benefits beyond those listed mentioned above. These make it possible to better structure the interview process and allows for greater objectivity during evaluation when compared to conventional interviews. It should also be kept in mind that the choice of communication medium and the overall recruitment experience will impact the candidate's judgement, and their potential decision to accept the job offer.

The pre-recorded interview is relevant when recruiters need to confirm basic prerequisites are being met. This could include skills, technical knowledge, or the candidate's experience in the target field.



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## The limitations of pre-recorded video interviews



## LACK OF HUMAN CONTACT

The classic pre-selection process generally takes place by telephone, which generally means an interaction between the candidate and the recruiter. On the other hand, digital pre-selection solutions do not readily offer this direct human dialogue. Though, to be more interactive, recruiters have the possibility to share their interview questions in video format and include a video presentation, which makes the interview process as “human” as current technology allows. It should be added that video technology is always advancing and getting more and more life-like.

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## THEY'RE NOT QUITE INSTINCTIVE

Pre-recorded video interviews can be stressful, and can put certain competent but introverted candidates at a disadvantage. But today almost all professionals are getting more and more comfortable with video recordings, due to the widespread use of social media sites. Also, the pre-recorded video interviews have the options to take practice questions and get comfortable with the process before beginning the interview.

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## A LACK OF INFORMATION

While the natural progression of a conventional interview makes it possible to easily choose questions, this can be more challenging in the case of pre-recorded video interviews. As the questions are pre-set, with a single description each, they don't leave much scope for the candidate to counter questions, seek clarifications, etc. However, the pre-recorded video interviews also has their advantages, as all candidates are assessed using the same questions: the interview process is standardized and has reduced the likelihood of any biases, thereby, reducing the chances any discrimination.



A young man with short brown hair, wearing a blue suit jacket over a light pink shirt, is sitting at a desk. He is looking directly at a camera mounted on a tripod in front of him. His hands are clasped together in front of him. On the desk, there is a laptop, a brown paper coffee cup with a black lid, and some papers. In the background, there is a window with a view of a city, a potted plant in a red pot, and a radiator.

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**What advice for  
candidates preparing for  
an interview?**

For the candidates, taking part in a pre-recorded video interview isn't always easy. However, objectively viewing this exercise is no more complicated than a face-to-face interview. You just need to prepare in advance and get comfortable with the technology to ace this challenge.

Below are a few specific suggestions for candidates shine in their video interview.

### CHOOSE A SUITABLE LOCATION

Position yourself in a neutral, calm location, which is not at odds with the professional atmosphere of the interview. Preferably use your computer or tablet and place it on a desk set in a well lit room with no backlight or reflections. Also pay careful attention to the background, which ideally should be simple and high coloured.

To elaborate further, try not to use your smartphone on the go, avoid recording your interview in a cafe or such public place. When pressed for time, don't try to take the interview in the washroom of your current office. Make sure to be in a place where you are not going to be disturbed by other people or animals, if you have pets. Last but not least, dress smartly in comfortable business casual or formal wear and make a good impression.







## BEFOREHAND, LEARN AS MUCH AS YOU CAN ABOUT THE COMPANY

It's vital to prepare for your interview. Be well informed about the company, its business, and most importantly, about the position you have applied for. This shows the recruiter that you're motivated and that you're taking the job application seriously. You can even try and find out about the HR manager or recruiter, to adapt your attitude to the person in question (the social networks are great for that!).

## ADOPT THE RIGHT ATTITUDE

Just like in a face-to-face interview, your attitude and body language will tell the recruiter as much about you as your words do. Pay attention to your posture and sit up straight, with hands gently resting on the desk. Also, look into the camera especially during the start of the interview, but keep your gaze--wide on the screen-- as you would when talking to a person.

Here are a few tips, in no particular order, to help you make a good impression:

- Smile! A rigid facial expression isn't pleasant for any recruiter.
- Don't fold your arms! This is seen as an unwelcoming posture. During the beginning place your hands on the desk and later feel free to use your hands as needed to support your speaking. This will make you appear livelier and more interesting.
- Don't occupy your hands with a pen or notebook. Keep a glass of water handy, but avoid drinking coffee or tea, or eating.





# 6 About Central Test



Central Test is a leading psychometric assessment publisher, providing reliable recruitment and development solutions to businesses around the world

We offer a wide portfolio of innovative online psychometric assessments and video interviewing solutions enabling organisations to get valuable insights into their people abilities, behavior and potential to succeed.

Our assessments are designed using innovative and modern methods, and strictly respect the standards in psychometrics and data security.



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20 psychometric assessment / 200 IT tests / 16 languages /  
4000 clients / 80 countries

