Criteria

VIDEO INTERVIEWING

Identify the best talent, faster.

Deliver seamless video interviews directly through the Criteria platform, making it easier for you to discover and hire the best candidates, faster.

Criteria's one-way asynchronous video interviewing tool helps you create a structured interview process that is objective, fair, and minimizes bias. Tap into talent across all backgrounds using world-first diversity, equity, & inclusion features that help you attract and build a more diverse workforce. And create an engaging, candidate-friendly experience with features that allow you to showcase your unique company culture.

How it works:

Incorporate video interviews seamlessly into your hiring process, right from within the Criteria platform.

1 Create

Choose from a pre-filmed library of standardized questions, or create your own questions.

Optimize the candidate experience by including Employer Value Proposition (EVP) videos, welcome and thank you video messages, a 'day in the life' video, and personalized questions.

2 Invite

Automatically invite candidates with a personal email invite.

Candidates enjoy a simple one-click process to enter the video interview with no app to download.

3 Collect Responses

Candidates record their responses anytime, anywhere, on any device.

Practice question and multiple retakes give them every opportunity to shine.

4 Collaborate and evaluate

Easily assess candidates fairly and consistently using clear and objective ratings.

Make better and more diverse decisions through collaborative hiring. Reviewing pre-recorded responses helps hiring managers review candidates 75% faster than phone screens.
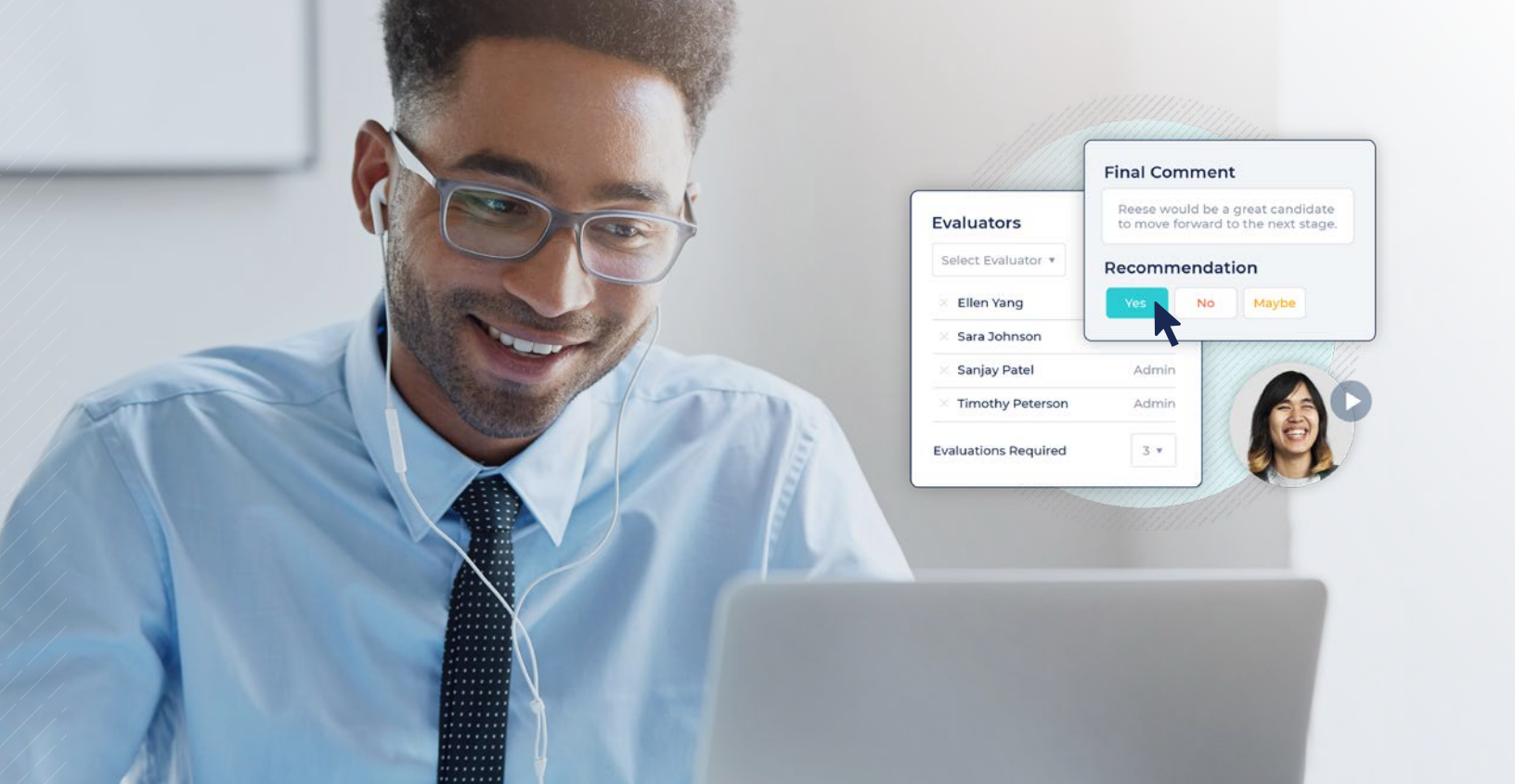
Make structured interviews easier with Video Interviewing

Structured interviews are an industry best practice. Wiesner & Cronshaw's meta-analysis of the validity of employment interviews clearly demonstrates that structured interviews offer twice the predictive validity of unstructured interviews[1], leading to better hiring decisions and reducing the likelihood of a poor hire.

By asking candidates a consistent set of questions and evaluating all responses with the same criteria, you have a better chance of objectively identifying the best talent and ensuring a more inclusive hiring process. Yet structured interviews can be tedious and time-consuming to conduct.

Criteria's one-way video interviewing provides the framework for structured interviews to help you consistently and objectively evaluate your candidates. By incorporating one-way video interviews early in the recruitment process, hiring managers get a more complete and objective picture of a candidate, which is why it is often used as a replacement for the phone screen stage.

In a one-way or asynchronous video interview, a hiring manager selects or creates a set of questions for candidates to respond to in their own time and location, on any device. There is no need for the interviewer to be present and candidates can complete the interview at their convenience, making it ideal for remote hiring and improving candidate engagement.

Once a candidate submits a recording, it's instantly available for hiring teams to evaluate. Collaborators evaluate each candidate without seeing other evaluators' comments or ratings. This reduces "groupthink" and promotes a more objective review.

---

1   https://bpspsychub.onlinelibrary.wiley.com/doi/abs/10.1111/j.2044-8325.1988.tb00467.x

Meet candidates at scale and pinpoint talent faster

Tap into a wider talent pool

Fill your pipeline quickly and meet your candidates faster. With video interviewing, create one recorded interview and engage with many candidates at once.

Never miss an opportunity to connect with a potential candidate. Expand your reach by interviewing asynchronously across time zones and locations and improve engagement by offering candidates a convenient way to interview.

Complete screening 75% faster

Video interviewing automates your screening process so you can identify the right candidates in one-quarter of the time.

By reducing a 20-minute phone screen to a 5-minute video review, you can ensure your time is spent more efficiently with your preferred candidates. Zip through your candidate selection and confidently move the right candidates forward at scale.

Application

Assessment

Phone Screen

Formal
Interviews

Offer

15 Candidates
x 20 minutes each

5 hours total

15 Candidates
x 5 minutes each

1.25 hours total

Application

Assessment

**One-Way Video
Interviews**

Formal
Interviews

Offer

Attract and build a diverse workforce

Create a level playing field for all candidates

Your candidates want to know they have a fair chance of getting an interview and landing a job.

Ensure procedural fairness in your recruitment process with video interviewing by asking all candidates the same set of questions in exactly the same way. Video interviewing gives every candidate the opportunity to participate and the same opportunities to showcase their skills.

Build inclusive hiring practices

With built-in best practices that guide your hiring teams through fair and objective evaluations, you can reduce bias and focus on performance.

+ Run a true blind recruitment process

Put performance first by taking personal information out of the hiring equation. Use world-first diversity, equity, & inclusion tools to mask personal details, turn off the candidate's video, and disguise voice to reduce biases around ethnicity, appearance, and gender.
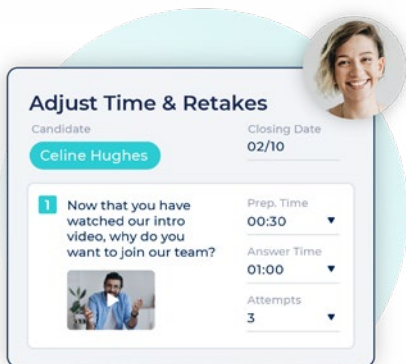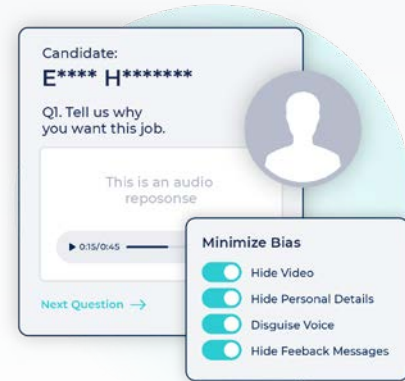
### + Attract diverse and neurodiverse candidates

Welcome diverse and neurodiverse candidates by creating an inclusive hiring process that embraces a wide range of thinking styles and provides the opportunity for everyone to apply, regardless of their background or circumstances.

Build a unique candidate experience by making reasonable adjustments at the candidate level. Give them every opportunity to participate and put them at ease by providing multiple retake opportunities, extra time to prepare and/or respond to questions, or an extended deadline.

+ Evaluate candidates fairly and objectively

Compare candidates fairly by assessing them with a clear, standardized, and objective rating system. Develop a standardized evaluation guide for each role and provide clear instructions for evaluators to assess candidates consistently.

It's also easy to encourage independent collaboration and reduce groupthink bias. Evaluators won't see other evaluators' ratings during the review process, so they can make their own assessment without being influenced by the opinions of others.
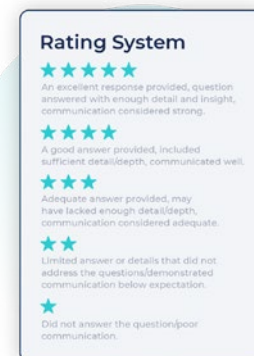
Delight candidates with a world-class experience

Candidates today expect more from potential employers. With video interviewing, provide your applicants with a rich, brand immersive experience that gets them excited to work for you.

An interview experience your candidates will love

Give candidates the chance to showcase their skills beyond their resume in an engaging way through video interviewing. Make it easy to begin with a simple, straight-forward interview experience.

Assess job-ready skills

Pair video responses with written assessments to get in-depth insights into your candidates' written communication, decision-making, presentation, and other soft skills. By creating scenario-based assessments, you can create a unique assessment that's tailored specifically to the requirements of your role.

- ✓ Immerse candidates in real work simulations
- ✓ Design situational judgement tests
- ✓ Provide real-life job previews and scenarios

Create immersive, scenario-based assessments

See who can perform the role based on real work scenarios. Immerse your candidates in a role and gather insights on how they approach specific situations and undertake a task.
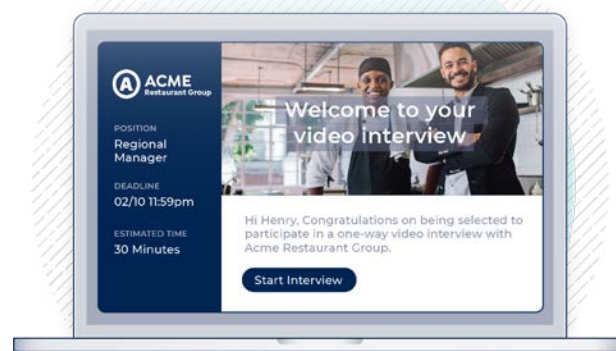
Connect with every candidate

Go beyond making a good impression. There are more ways to elevate your brand, with personalized invites and customizable and engaging career pages that showcase your business culture to attract the best.

- ✓ Create and send personalized email invites that get noticed
- ✓ Actively engage your applicants with welcome and thank you videos
- ✓ Record your own questions to elevate your culture, brand, and commitment to diversity
- ✓ Provide the opportunity for candidates to give you valuable feedback

---

Get a stronger talent signal

Gain a holistic view of your candidates

The more you know about your candidates, the better your hiring decisions and the bigger the business impact from new hires.

By combining the power of structured video assessments with Criteria's science-backed assessments, you can gain a stronger talent signal.

Review video interviews alongside assessment data to gain a more comprehensive picture of each candidate. Get the valuable context you need about your candidates and save time by accessing candidate insights all from one single, intuitive platform.
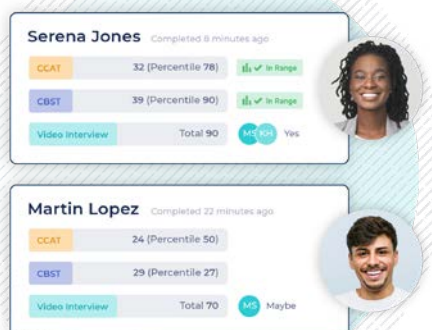
Why choose Video Interviewing from Criteria?

Immersive candidate experience
Engage candidates with interactive videos that showcase your employer value proposition

Custom branding
Tell your unique story and elevate your brand with a digitally rich immersive candidate experience

Pre-recorded interview questions
Save time by accessing our stock library of video questions being asked by people of different ethnic and cultural backgrounds

Film your own questions
Personalize the candidate experience by filming and uploading your own questions

World-first diversity, equity, & inclusion tools
Take the personal details out of the hiring equation. Mask candidate's details, video and disguise voice

Adjustments for inclusive hiring
Provide reasonable adjustments for diverse and neurodiverse candidates

Multiple retakes for candidates
Provide a positive candidate experience by giving candidates the opportunity to choose their best take

Evaluator rating guides
Create your own company guides to evaluate candidates fairly and consistently based on your internal rubrics

Fast, one-click application
Remove friction and make it easy for candidates to apply with one click access to interview

Immersive assessments
Create scenario-based simulations using videos and documents to deliver an assessment tailored for your role

Evaluation flexibility
Customize your evaluation process with per question and candidate rating options

Welcome and thank you videos
Get your candidates excited to work for you with engaging intro and outro videos

Written responses
Get a clear picture of a candidate's written communication skills

Device-agnostic
Deliver an intuitive user experience on any device, no downloads required

Custom email invites
Tailor your email invitations according to your audience and communicate at scale

Fully automated
Move candidates through the pipeline faster by automating routine tasks

Candidate feedback
Understand your candidates by giving an opportunity to provide feedback after their interview

Collaborative hiring
Engage hiring managers, share video responses, and make more diverse talent decisions

Hide evaluator ratings
Reduce "groupthink" bias and encourage independent collaboration

Integrate with your workflow
Deliver seamless video interviews directly from the Criteria platform

24/7 candidate support
Provide a great candidate experience with fast, 24/7 support

Compliance
Comply with industry standards by using a platform that is APP, GDPR, and CCPA compliant

Security
Rest easy knowing your candidate data is safe by choosing an ISO27001 compliant provider

Fast setup and onboarding
Get up and running quickly with personalized onboarding

Setting you up for success

24/7 global candidate support

Video interviewing is easy to use but our support team is ready to help candidates with their questions.

Quick and easy onboarding

Get up and running in days with personalized onboarding. Our experts provide you with step-by-step guidance on setting up and using video interviewing and our team of I/O psychologists can assist you with conducting structured interviews that help you achieve your recruitment goals.

Award-winning customer success team

Your dedicated Customer Success Manager is there to help you define your assessment strategy and get the most out of your investment.

Security and compliance you can trust

Enterprise-grade data protection

User privacy and security is paramount. Our platform is compliant with stringent data privacy and protection policies to keep your company and candidate data safe.

ISO 27001

ISO 27001 compliant with localized data sovereignty.

AAP, GDPR and CCPA

Video Interviewing by Criteria is APP, GDPR, and CCPA compliant.

See it in action

Get a tour of Video Interviewing by Criteria and learn how it can help transform your recruitment process today.