

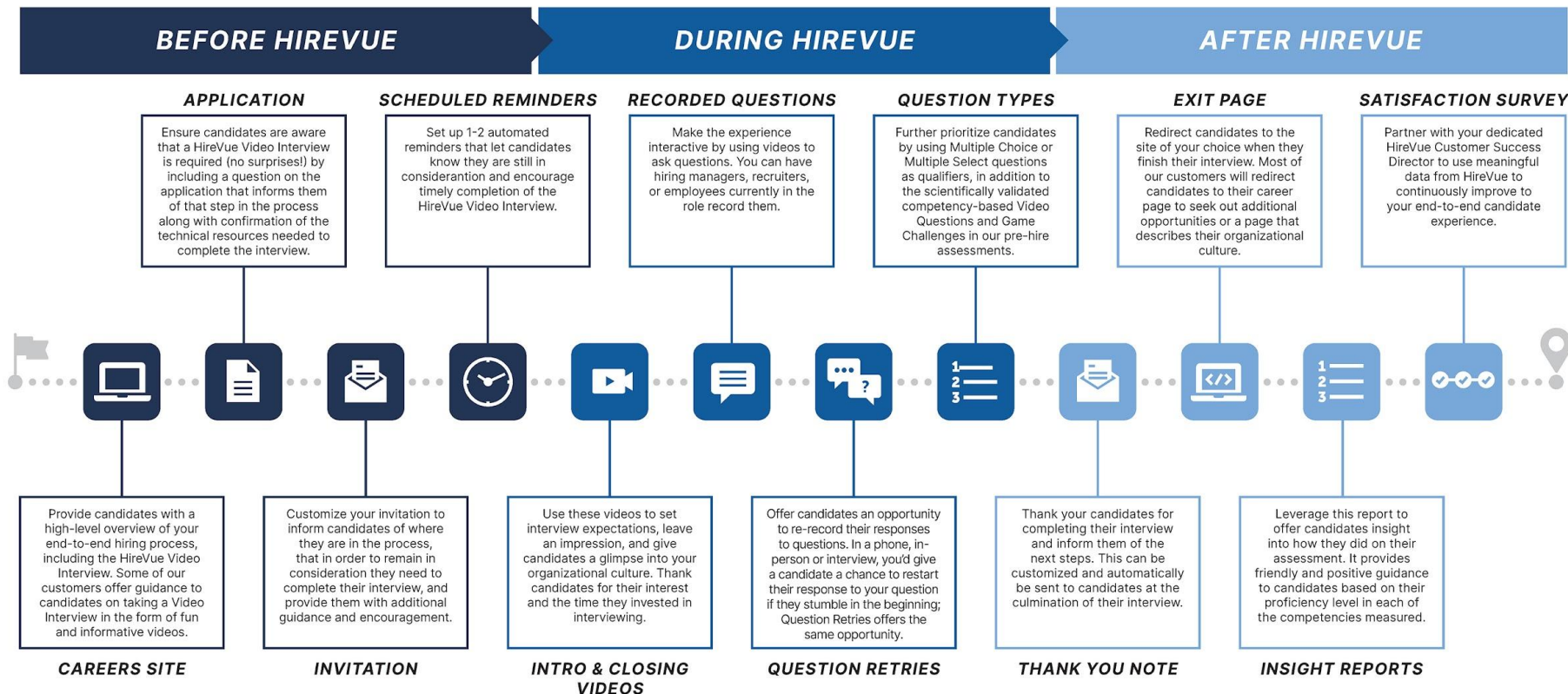


*Best Practices for Designing
Your Candidate Journey*



Candidate Journey Map

One of the strongest drivers of high candidate satisfaction is the candidate's readiness for the HireVue Video Interview. Our data tells us that the greater a candidate's understanding of a company's hiring process, the more satisfied they are with it. There are several opportunities to prepare your candidates. Don't miss out on leveraging the best practices outlined below to achieve your desired business outcomes.



Before HireVue



Before HireVue

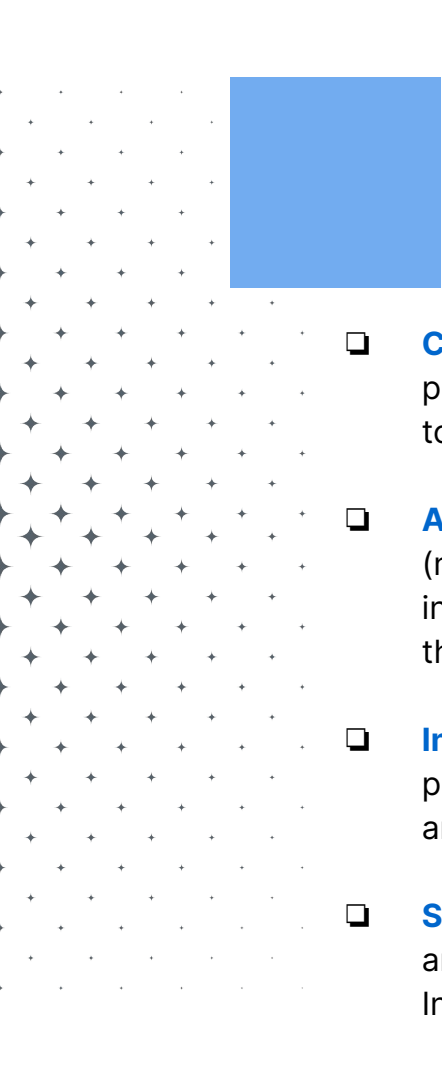
With over **39 million** interviews completed using HireVue we have found that our most successful customers, across many industries and job roles, approach the candidate journey with the best practices outlined in this guide. Their approaches are not one size fits all, but have helped our customers achieve their desired business outcomes.

60% Candidates who did not complete the interview said it was because they: *“didn’t want to/didn’t understand”* or had *“perceived technical difficulties”*

Candidate education and preparedness is critical to addressing these issues and has a direct impact on candidate experience and interview completion rate.

We recommend to include these Best Practices, where applicable:

- ☐ Provide an interview process preview.
- ☐ Offer video interviewing tips.
- ☐ Include candidate FAQs.
- ☐ Define the “why” for candidates.
- ☐ Provide a clear call to action.



Candidate Journey

Before HireVue

- ❑ **Careers Site** - Provide candidates with a high-level overview of your end-to-end hiring process, including the HireVue Video Interview. Some of our customers offer guidance to candidates on taking a Video Interview in the form of fun and informative videos.
- ❑ **Application** - Ensure candidates are aware that a HireVue Video Interview is required (no surprises!) by including a question on the application that informs them of that step in the process along with confirmation of the technical resources needed to complete the interview.
- ❑ **Invitation** - Customize your invitation to inform candidates of where they are in the process, that in order to remain in consideration they need to complete their interview, and provide them with additional guidance and encouragement.
- ❑ **Scheduled Reminders** - Set up 1-2 automated reminders that let candidates know they are still in consideration and encourage timely completion of the HireVue Video Interview.



Career Site

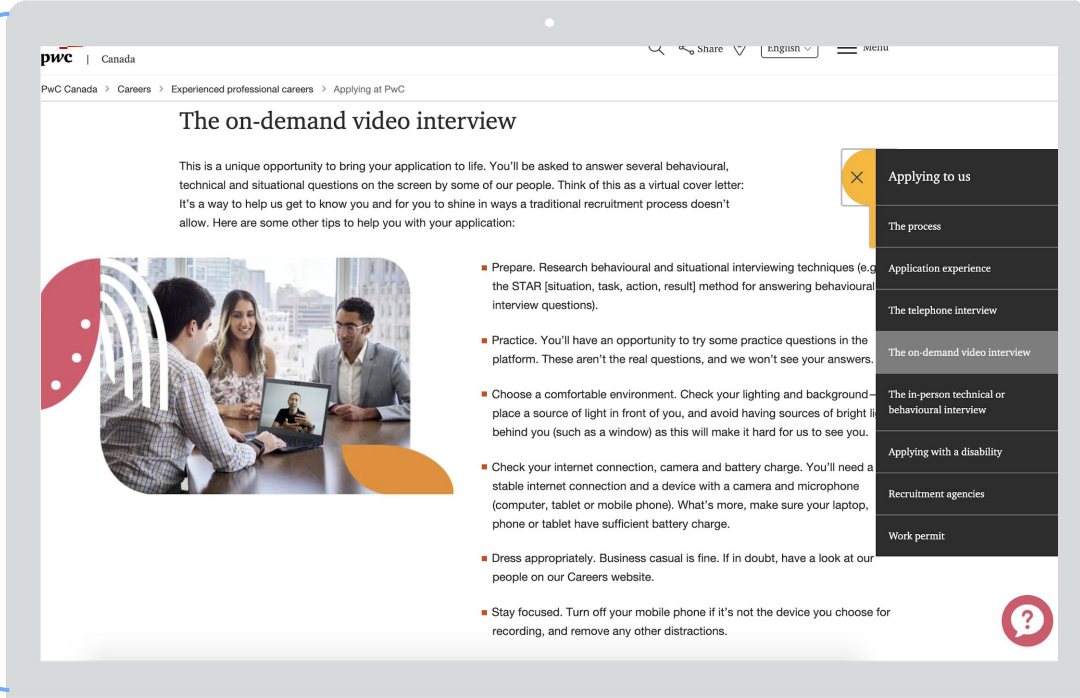
What Successful Customers Are Doing

Video Interview Overview

"This is a unique opportunity to bring your application to life. You'll be asked to answer several behavioural, technical and situational questions on the screen by some of our people. Think of this as a virtual cover letter: It's a way to help us get to know you and for you to shine in ways a traditional recruitment process doesn't allow."

Bonus Points:

- + eye catching images
- + easy to navigate index



Process Preview

1. Application
2. HireVue Video Interview
3. Business Interviews
4. Offer

Video Interviewing Tips

1. Prepare
2. Practice
3. Comfortable Environment
4. Technical Details
5. Dress Appropriately
6. Stay Focused

Application

What Successful Customers Are Doing

Process Preview

"Depending on the store location and your qualifications, you may be invited to complete a HireVue OnDemand video via email. This is the first step in the recruiting process and our opportunity to learn more about your passion, creativity, and individuality. All we ask is you be your authentic self."

+ Vans Management (Full-Time & Part-Time)

- Vans Sales Associate (Part-time & Temporary)

Vans: Be a Part of the Original

"It was never about waving the brand like a flag, it was always about the people" – Paul Van Doren

Vans is the original action sports footwear company, rooted in authenticity and creativity. Founded in 1966, Vans has thrived on a legacy of impacting our greater community through four pillars: action sports, music, art and street culture. We are constantly inspired by the expressive creators within our company and community as they bring new and innovative perspectives to help shape and transform the future of our business.

At Vans, our culture sets us apart and influences everything we do. We are driven by five values:

1. We are determined.
2. We are connected to our consumers and to each other.
3. We are inclusive.
4. We are expressive and fun.
5. And most of all, we are a family.

Submitted your application and wondering what's next?

Depending on the store location and your qualifications, you may be invited to complete a HireVue OnDemand video via email. This is the first step in the recruiting process and our opportunity to learn more about your passion, creativity, and individuality. All we ask is you be your authentic self.

Opportunities go fast! If invited, complete your HireVue OnDemand video as soon as possible to give yourself the best chance of success to join the Vans family.

APPLY NOW

Call to Action

"Opportunities go fast! If invited, complete your HireVue OnDemand video as soon as possible to give yourself the best chance of success to join the Vans family."

Bonus Points:

+ Career page links directly to the [HireVue Candidate Help Center](#)



Interview Invitation

What Successful Customers Are Doing

Candidate Benefits

"At IKEA we believe in people. We think who you are and what you value is more interesting than what a job application can express. This video interview offers you the chance to talk through your skills and experience, and allows us to get to know you. We look forward to learning more!"

Next Steps

"Once we've reviewed your interview, we will contact you directly regarding next steps - you can also visit your candidate portal to view the status of your application at any time."

INTERVIEW WITH
[Company Name]

Hej [Candidate First Name],

Congratulations! You have been selected to move forward in the next step of the hiring process for IKEA: a video interview for [Position Title].

At IKEA we believe in people. We think who you are and what you value is more interesting than what a job application can express. This video interview offers you the chance to talk through your skills and experience, and allows us to get to know you. We look forward to learning more!

A few things you should know before you get started:

1. Dress as you would for an in person interview
2. Take your interview in a quiet space, free from distraction, with good lighting (avoid bright lights behind you)
3. Get comfortable with the interview: explore the video setup options, and practice until you're ready
4. Use a smartphone, tablet, or computer with internet access, a microphone, and a front-facing camera: many are built-in

—

POSITION: [Position Title]
ESTIMATED DURATION: [Number of Minutes] minutes

Video interviewing allows us to provide a fair and consistent interview process to all of our applicants. Please complete this interview as soon as possible, preferably within 48 hours.

Here at IKEA, things move quickly! We may on occasion close applications earlier than indicated due to large candidate numbers. We don't want you to be disappointed, so complete your video interview ASAP! Contact your IKEA recruitment representative if you cannot complete by the due date.

Once we've reviewed your interview, we will contact you directly regarding next steps - you can also visit your candidate portal to view the status of your application at any time.

Video Interview Tips

1. *"Dress as you would for an in person interview"*
2. *"Take your interview in a quiet space, free from distraction, with good lighting (avoid bright lights behind you)"*
3. *"Get comfortable with the interview: explore the video setup options, and practice until you're ready"*
4. *"Use a smartphone, tablet, or computer with internet access, a microphone, and a front-facing camera: many are built-in"*

Creating Urgency

"Here at IKEA, things move quickly! We may on occasion close applications earlier than indicated due to large candidate numbers. We don't want you to be disappointed, so complete your video interview ASAP!"

Interview Reminder

What Successful Customers Are Doing

Creating Urgency

Don't miss out on the chance to become a part of our Hunkemöller team! We invited you for a video interview via email. This email is to remind you to please record your video interview today! Don't be shy! Just be you...!

Point of Contact

P.S. If you have any further questions please contact our HR team on: recruitment@hunkemoller.com.

REMINDER: INTERVIEW WITH **hunkemöller**

Dear [Candidate First Name],

Don't miss out on the chance to become a part of our Hunkemöller team! We invited you for a video interview via email. This email is to remind you to please record your video interview today! Don't be shy! Just be you...!

We wish you success and most of all lots of fun recording your interview! We are very curious who is behind the application and we will come back to you soon after we received your video.

Best of success and have fun!

Best,
[Signature], recruitment at Hunkemöller

P.S. If you have any further questions please contact our HR team on: recruitment@hunkemoller.com.

[Your personalized message goes here]

- 1 [Learn more about your interview](#)
- 2 [Practice or Interview](#)

For technical support, please visit the [HiroVue Help Center](#).

USE YOUR PHONE, TABLET OR LAPTOP

No personal computer? No problem. Any internet connected device with a front-facing camera will work.



Located in China? [Click here](#) to download from a local app store.

Candidate Encouragement

We wish you success and most of all lots of fun recording your interview!

Next Steps

We are very curious who is behind the application and we will come back to you soon after we received your video.



Optimization Impact

How we have helped our highest volume customers;

- + Increase completion rate
- + Increase candidate satisfaction
- Decrease candidate questions

We partnered with customers that had not implemented our best practice recommendations to optimize their candidate journey. Here's what we did to help them meet their business objectives:

Career Site: Included overall hiring process and steps, giving candidates insight into what to expect, and build confidence that real time interaction with a recruiter is still part of the process

Job Posting: Added language that video Interviewing is a required next step in the process, and prepare them to expect an invitation

Invitation: Outlined why a video interview is beneficial for the candidate to showcase their skills, prepares the candidate with some tips for video interviewing, and a clear call to action to complete quickly

Reminders: Created a sense of urgency to complete quickly as to not miss out on an opportunity that is waiting for them

THE IMPACT

88%

Completion Rate

93%

Candidate Satisfaction

72%

Fewer Candidate Questions

Data is based on a monthly average



During HireVue



During HireVue

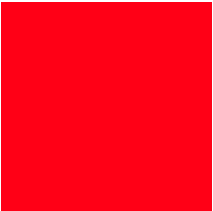
Interviews can be stressful. Too much stress can affect the candidate's performance negatively and the outcome may be unfortunate. That is why it is even more important when using a video interview to quickly build rapport and help put the candidate at ease.

82% of candidates with a great experience say they're *"EXTREMELY LIKELY"* to refer their friends and colleagues.

Take the stress out of interviewing by delivering a candidate-centric experience. The less stress candidates feel during the hiring process, the more positive their experience and the better your hiring outcomes.

This can be achieved by the following:

- ☐ Properly introduce your brand and culture
- ☐ Be welcoming and make candidates at ease
- ☐ Add human connection as often as possible
- ☐ Be transparent in the selection process
- ☐ Give a few chances to take interview
- ☐ Eliminate tricky questions



Candidate Journey

During HireVue

- ❑ **Intro & Closing Videos** - Use these videos to set interview expectations, leave a lasting impression, and give candidates a glimpse into your organizational culture. Thank candidates for their interest in the opportunity and the time they invested in interviewing.
- ❑ **Recorded Questions** - Make the experience interactive by using videos to ask questions. You can have hiring managers, recruiters, or employees currently in the role record them.
- ❑ **Question Retries** - Offer candidates the opportunity to re-record their responses to the video questions. In a phone or in-person interview, you'd give a candidate a chance to restart their response to your question if they stumble in the beginning; Question Retries offers them the same opportunity.
- ❑ **Question Types** - Further prioritize candidates by using Multiple Choice or Multiple Select questions as qualifiers, in addition to the scientifically validated competency-based Video Questions and Game Challenges in our pre-hire assessments.

Intro & Closing Videos

What successful customers are doing

Include intro and closing videos with every position. These videos are the perfect opportunity to make the human connection. Some customers chose to invest in more video production which is a “nice to have” not a “need to have.”

Intro Videos

Keep videos less than 2 minutes

Set interview expectations or provide tips

Include a job preview, office tour, or testimonials

Closing Videos

Keep videos less than 30 seconds

Thank the candidate

Inform candidates of next steps



Continue



Continue



Continue



Continue

Recorded Questions

What successful customers are doing

Make the experience interactive by using videos to ask questions. You can have hiring managers, recruiters, or employees currently in the role record them.



Continue

Interactive Experience



Continue

Provide a Job Preview



Continue

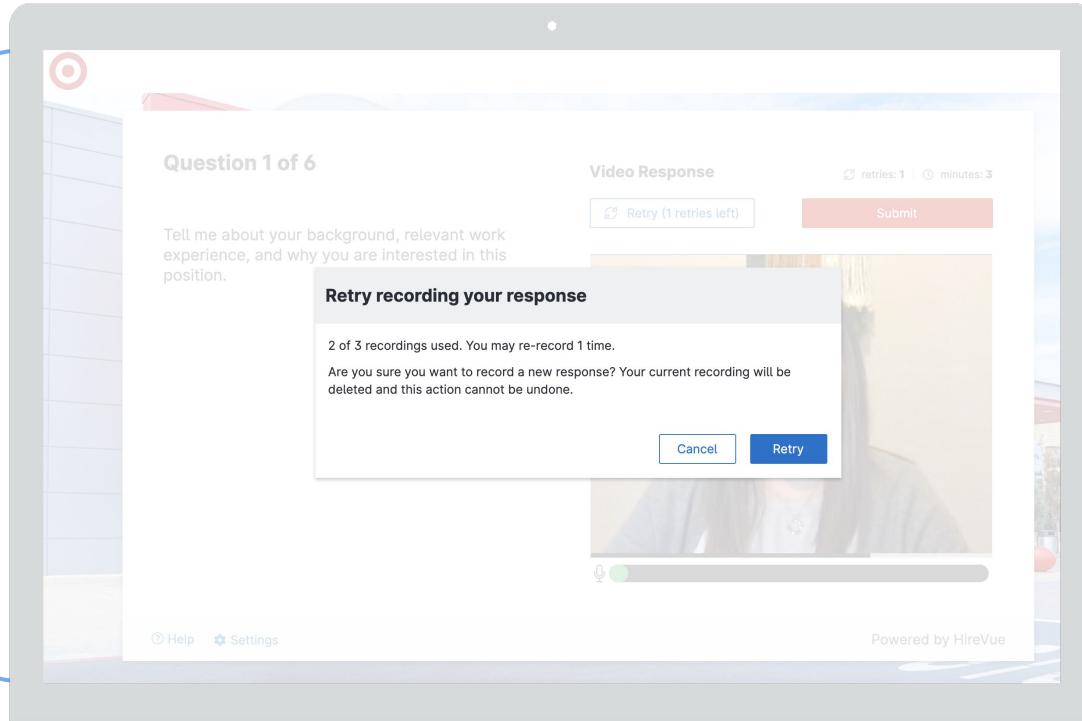
Include Managers or Employees

Question Retries

What successful customers are doing

Why Include Retries

In a phone or in-person or interview, you'd give a candidate a chance to restart their response to your question if they stumble in the beginning; Question Retries offers them the same opportunity



Consider Response Time

Should a candidate not complete full response in the allotted time they will have the opportunity to re-record.

How Many Retries

Typically, customers are allowing 1 to 2 retries which is a total of 3 response attempts

Question Types

What successful customers are doing

Limit Questions

*Recommend maximum 6-8 interview questions to avoid candidate fatigue and drop out.**

Question Quality

Ask competency or core value based questions that will give you enough information to hire a candidate

What you can expect:



- 📺 6 Video Questions
- ☑️ 2 Multiple Choice
- ☑️ 1 Multiple Selection
- 🎮 3 Games

Wondering how you'll be reviewed?

Our team will review your submission for job-related skills and abilities with the help of computer-assisted evaluation (AI). This experience is designed to help the team focus on what matters, reduce bias, and make better, more objective decisions.

This should take approximately 30 minutes to complete.

Continue

Change Up Question Types

Recommended no more than 50% Video response. Adding different response types can allow for additional information.

Available Question Types

- Video Interview
- Essay
- Multiple Choice
- Multiple Select
- Screen Share
- CodeVue Challenge
- Games

* will vary by role





Optimization Impact

How we have helped our highest volume customers;

- + *Increase candidate satisfaction*
- + *Increase candidate confidence*

Customers who have implemented our best practice recommendations in their candidate journey retain high candidate satisfaction. Here's what we've put in place to help them meet their business objectives:

Intro/Closing Videos: Showcased job role, preview of location, and outlined the overall interview process for candidates

Recorded Questions: Brought in hiring manager and/or other employees to ask the recorded questions and engage with the candidate

Question Retries: Provided candidates at least one chance to retry their question, 2 retries on average

Question Types: Used various question types appropriate to role to allow top candidates to showcase their qualifications

THE IMPACT

91%

Candidate Satisfaction
Company A

88%

Candidate Satisfaction
Company B

88%

Candidate Satisfaction
Company C

Data is based on a monthly average



After HireVue



After HireVue

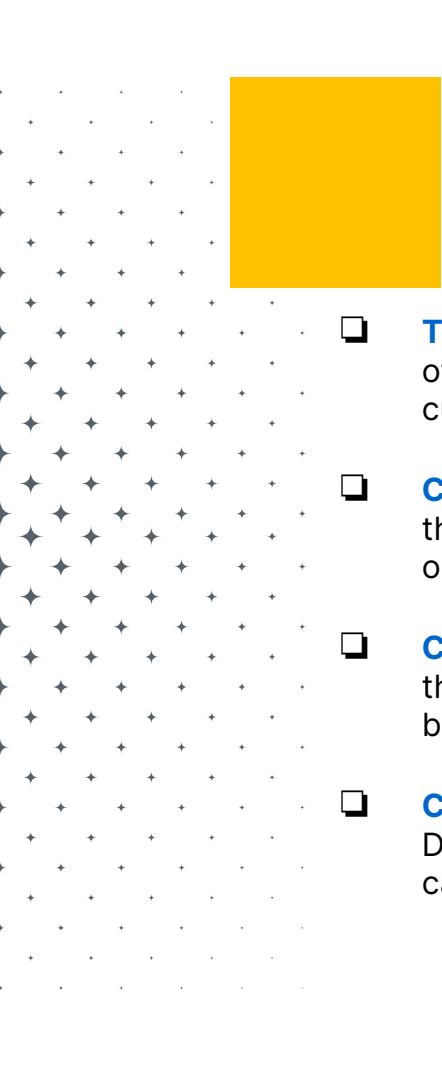
It is important to treat all candidates with respect and to leave a positive and lasting impression on those who were not selected. Be careful about leaving a bad impression on anyone; the reach of social media means it can become common knowledge in a matter of moments.

2 out of 10 candidates reached out to HireVue with questions on next steps in the process and to confirm the company received their interview.

Leave all candidates with a good impression by providing an informative and direct final steps.

We recommend to include these Best Practices, where applicable:

- ☐ Follow up with candidates post interview
- ☐ Be transparent on next steps in the process
- ☐ Direct candidates to learn more about your company
- ☐ Leave a lasting impression
- ☐ Give candidate feedback, if possible



Candidate Journey

After HireVue

- ❑ **Thank You Note** - Thank your candidates for completing their interview and inform them of the next steps. This can be customized and sent automatically to candidates at the culmination of their interview.
- ❑ **Candidate Exit Page** - Redirect candidates to the site of your choice when they finish their interview. Most of our customers redirect candidates to their career page to seek out additional opportunities or a page that describes their organizational culture.
- ❑ **Candidate Insights Report** - Leverage this report to offer candidates insight into how they did on their assessment. It provides friendly and positive guidance to candidates based on their proficiency level in each of the competencies measured.
- ❑ **Candidate Satisfaction Survey** - Partner with your dedicated HireVue Customer Success Director to use meaningful data from HireVue to continuously improve your end-to-end candidate experience.

Thank You Note

What successful customers doing

Next Steps

We have successfully received your interview for [Position Title]. There is no further action on your part for this interview.

A representative from [Company Name] will contact you about next steps.

We are working very hard behind the scenes to complete the recruitment process and will update you as soon as we can.

INTERVIEW COMPLETE



Dear [Full Name],

We have successfully received your interview for [Position Title]. There is no further action on your part for this interview.

A representative from [Company Name] will contact you about next steps.

We are working very hard behind the scenes to complete the recruitment process and will update you as soon as we can.

Thank you again for participating, we wish you the best of luck and thank you for your time.

Kind Regards,
Service NSW Recruitment Team
csrecruitment@customerservice.nsw.gov.au

Candidate Appreciation

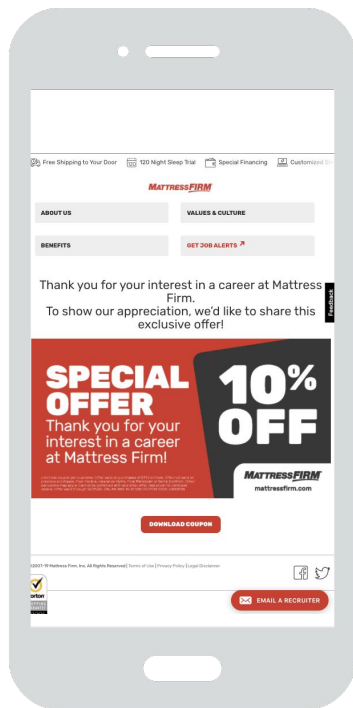
Thank you again for participating, we wish you the best of luck and thank you for your time.

Point of Contact

*Kind Regards,
Service NSW Recruitment Team
csrecruitment@customerservice.nsw.gov.au*

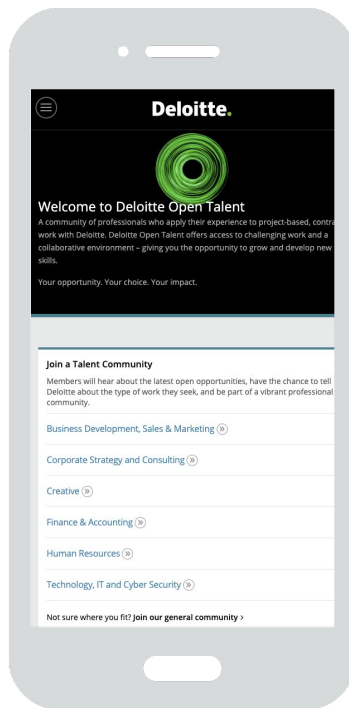
Candidate Exit Page

What successful customers are doing



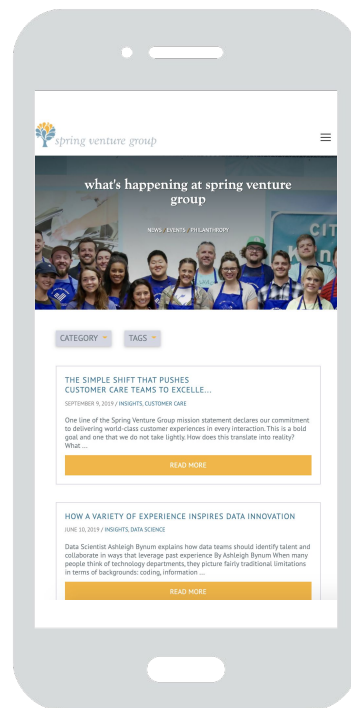
Discount or Coupon Page

Take this opportunity to drive revenue and let candidates know you appreciate them.



Social Network Page

Establish a long term way to connect with candidates and let them know about other opportunities.



Company News or PR Page

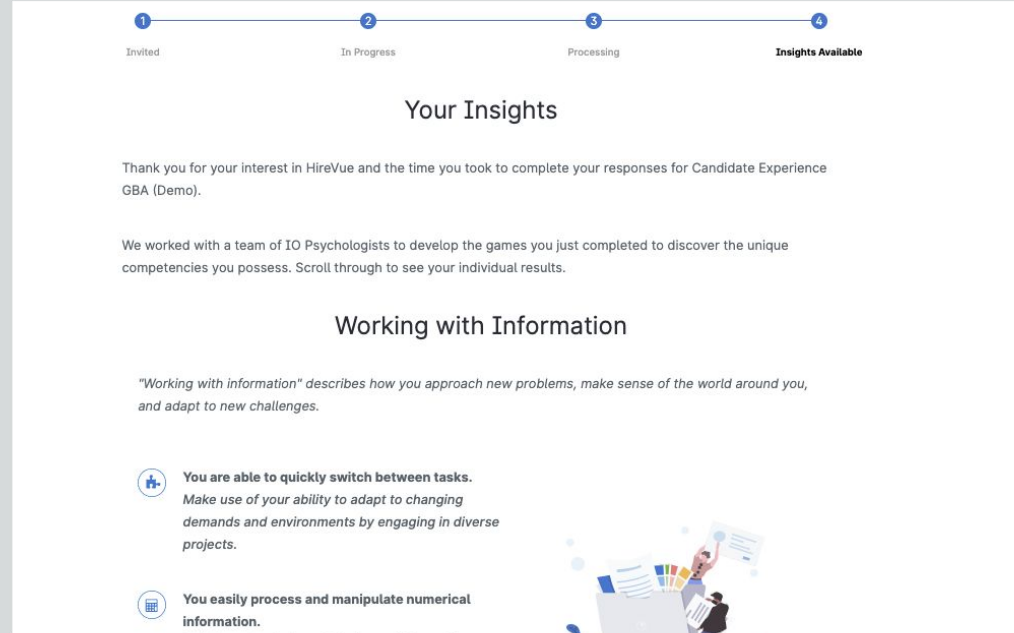
Keep the candidate excited about the opportunity by sharing positive company information.



Insights Report

What successful customers doing

Why Provide the Report?
Leverage this report to offer candidates insight into how they did on their assessment.



What is the Report?
It provides friendly and positive guidance to candidates based on their proficiency level in each competency measured

Candidate Satisfaction Survey

What successful customers doing

Benefit of the Survey

The ability to ask a variety of specific, targeted questions about video interviewing is the biggest benefit of CSAT. This allows us to hone in on what's working and where candidates might be getting stuck.

Net Promoter Score vs. Candidate Satisfaction

In the Candidate Experience Survey, NPS, CSAT, and the driver questions are designed to work together. A good way to think about it is the NPS is an indicator of how the candidate feels about your company at this stage of the hiring process and after taking a video interview, while CSAT is indicator of how the candidate feels about video interviewing specifically.

ENGLISH EXIT

HireVue

Candidate Experience Survey

All feedback to this survey will be kept strictly confidential and will not impact any hiring decisions.

* 1. How satisfied are you with your HireVue experience?

☐ Extremely satisfied

☐ Somewhat satisfied

☐ Neither satisfied nor dissatisfied

☐ Somewhat dissatisfied

☐ Extremely dissatisfied

Next

Survey Questions

1. How satisfied are you with your HireVue experience?
2. What did you like about your experience with HireVue?*
3. Based on the experience you just had, how likely are you to recommend Company Name to a friend or colleague?
4. What are your reasons for recommending Company Name?*
5. "I felt Company Name adequately prepared me to use HireVue."
6. "The HireVue technology was easy to use."
7. "There was adequate technical support & resources made available for me to use HireVue."
8. Is there anything more that could have been done to help you use HireVue?
9. "There was enough time given to prepare for each question"
10. There was enough time given to answer each question."
11. "Too many questions were asked"
12. "The questions were relevant to the job."
13. "The questions allowed me to showcase my skills and experience."
14. Thank you for your time and feedback! Any final suggestion on how your HireVue experience could be improved?

**Will vary based on rating of agree or disagree*





Optimization Impact

How customers are realizing the benefits of their investment through

- Candidate feedback
- Boosted employer brand
- Less confusion about process
- Candidate experience

Typically more candidates are dispositioned than hired. Customers who have implemented our best practice recommendations in their candidate journey retain high candidate satisfaction.

Thank you note: Expressed gratitude for the candidates' time and interest. Provided very clear and timely next steps.

Candidate Exit Page: Chose a page that provided the candidate additional information about the organization or culture.

Insights Report: Provided positive feedback post assessment interview.

Satisfaction Survey: Allowed candidates to complete a survey, gathering insight into the candidate experience.

THE IMPACT

“
Easy to use for answering questions, I appreciated the short video at the beginning.

“
It was a great experience, the introduction videos by HireVue and [Company] were very helpful.

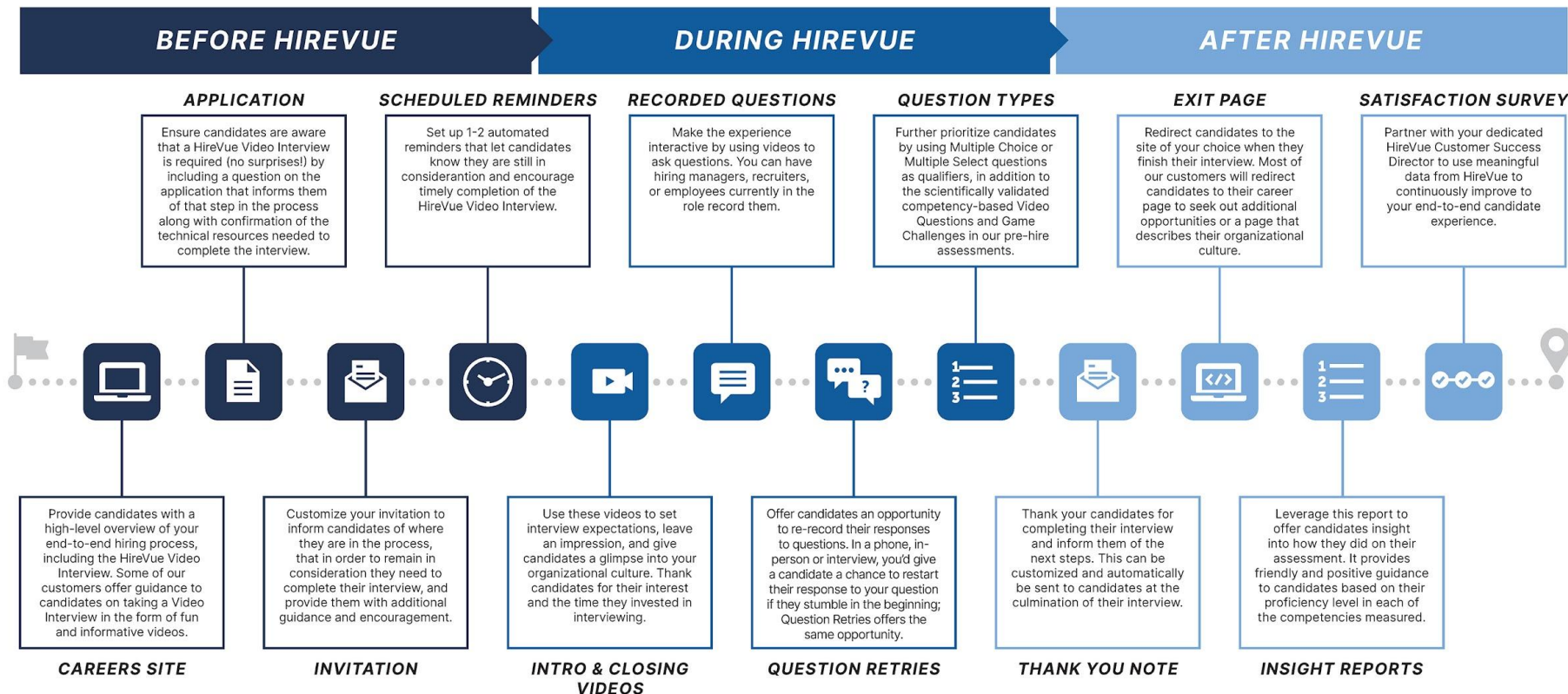
“
It was my first experience and I've enjoyed a lot the opportunity to practice first and retry at least once the answers in the application environment.

“
It was fabulous. This was my first "online interview" process and I was feeling very nervous to begin with, but was relaxed very quickly



Candidate Journey Map

How you approach your candidates' journey will be critical to your success with HireVue. Leverage this checklist and involve your key stakeholders to ensure all of your candidate touchpoints are updated with HireVue best practice recommendations.



Appendix





Stand out to **High Volume Candidates** by adding these **2** best practices

For more resources visit [HireVue.com](https://hirevue.com)
[Ultimate Guide to Hourly Hiring](#)

Treat candidates like customers

Use this opportunity to ensure candidates have positive associations with your brand regardless of the hiring outcome. Candidates will appreciate the following:

- Communicate the hiring process, expectations, and provide realistic job previews. With this information candidates can decide to continue with the process or even disposition themselves, creating time savings and satisfaction early in the process.
- Define and communicate how candidate and hiring manager support will be provided in centralized and decentralized processes. Service level standards should mirror the service you expect to deliver to customers.

Leverage automation opportunities

By designing an automated and forgiving process, you'll be able to hire candidates before your competitors.

- Consider add-on features like Reusability to let candidates re-use their interview for similar roles they apply for.
- Auto-disposition candidates after 3-weeks to clear the funnel and prompt re-engagement by communicating possible next steps.

Check out what other customers are doing

Giant Eagle

Compass Group

Koch Industries





Stand out to **Graduates** by adding these **3** best practices

For more resources visit [HireVue.com](https://hirevue.com)
[Your Guide to Graduate Hiring](#)



Provide centralized graduate resources up-front

Remove any potential barriers of entry into the hiring process by clearly communicating the process to graduates. If they understand what's in it for them, FAQs, interview requirements, they will be more likely to complete their application.



Tailor branding to graduates

Leveraging current grads or interns in videos and imagery is key to gaining the graduate audience's buy-in. This is your chance to showcase your brand to them and why you are the right fit for them as much as they need to show this to you.



Create a sense of urgency

Setting shorter deadlines to complete HireVue will encourage graduates not to put it off while they continue looking for opportunities.

Check out what other customers are doing

PWC

Tesco

Pacific Life

