



Futurestep Executive Survey: Video Interviewing Becomes a Mainstay; Companies Are Implementing New Video Recruiting Tactics

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Editor's Note: [Infographic](#) Available

LOS ANGELES--(BUSINESS WIRE)--Jul. 15, 2015-- [Futurestep](#), a [Korn Ferry](#) company (NYSE: KFY) specializing in high- impact talent solutions, today announced results of an executive survey on the use of video in the recruiting process. It shows that while video interviewing, a practice Korn Ferry was early to embrace more than 20 years ago, has become commonplace (71 percent use real-time video interviewing and 50 percent use video interviews as a way to narrow the candidate pool), many companies are using innovative video tactics to attract the best and brightest.

A quarter of respondents say they use candidate video applications as part of their recruiting process.

"With the ease of use and availability of video, the options are limitless for creative and effective recruiting and hiring," said Futurestep Vice President of Global Technology Solutions, Mir Ali. "For example, on-demand allows candidates to complete video job applications at home, after work and at their own pace. Pre-loaded, pre-determined questions give recruiters and hiring managers a strong understanding of which candidates would fit a specific role and organizational culture."

The survey also found that 24 percent of respondents say their companies use recruiting-focused video on their career websites.

"Career site videos are an outstanding way to give both passive and active job seekers insight into what it's like to work for an organization or in a particular role," said Ali. "Day-in-the life videos with real employees can showcase a particular job function or office location. Also, 'welcome' videos from the CEO or hiring managers are easy, inexpensive and effective ways to personalize the job seeker's experience and communicate an organization's employer brand."

Research points to the exploding use of video. Cisco's May 2015 Visual Networking Index indicates that by 2019, 80 percent of all internet traffic will be video (up from 64 percent in 2014) and also by 2019, non IP traffic (e.g. TVs, tablets and smartphones) will grow to 67 percent of all internet traffic.

"Today's younger employees expect the newest technologies, and smart, strategic video tactics are definitely a competitive advantage," said Ali. "Video usage not only makes the candidate experience better, it ultimately increases the chances the right candidates are hired for the right roles at the right time."

About the survey:

There were more than 700 responses to the executive survey, which was conducted in June 2015.

Responses:

Does your organization use candidate video applications as part of your recruiting process?

Yes 25 percent

No 75 percent

Do you use recruiting-focused video on your career website (e.g. employee testimonials, day-in-the life of an employee or message from recruiting manager)?

Yes 24 percent

No 76 percent

Do you use video interviews as a way to shortlist the candidate pool?

Yes 50 percent

No 50 percent

Does your company use real-time video tactics (e.g. Skype) for interviewing candidates?

Yes 71 percent

No 29 percent

Besides face-to-face, what is the best way to interview a candidate?

Email 2 percent

Phone 23 percent

Video 75 percent

About Futurestep

Futurestep is the global industry leader in high-impact recruitment solutions, offering fully customized, flexible services to help organizations meet their talent and recruitment needs.

Our clients turn to us for proven expertise, a global process and infrastructure, proprietary competency models, innovative sourcing and attraction strategies, and a unique approach to measure and optimize business impact.

As a Korn Ferry Company, Futurestep can meet a variety of workforce requirements; from RPO and project recruitment, to search and consulting, our solutions apply a truly world-class capability to deliver talent with impact, providing the experience and global reach to identify, attract and retain the people who drive business success. To learn more, visit www.futurestep.com.

About Korn Ferry

Korn Ferry is the preeminent authority on leadership and talent. For nearly half a century, clients have trusted us to recruit world-class leaders. Today, we are their partners in designing organizational strategy and developing their people to achieve unimaginable success. For more information, visit www.kornferry.com.

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