Montage®

Virtual Connections, Real Hires

Research

JOB SEEKERS AND RECRUITERS SAY
SKYPE NOT SUITED
FOR INTERVIEWING

With 250 million people using Skype each month, why do only 24 percent of active job seekers and 39 percent of recruiters agree that Skype is easy to use for a job interview?

How hard is it to get started and connect with someone else over video? Remember the first time you used a chat tool? Maybe you experimented with it until it you connected. Or, maybe a more experienced user walked you through the process. So why do three quarters of active job seekers say that Skype is NOT easy to use for a job interview? Because plainly stated, Skype and other chat tools are not purpose-built for the business of hiring.

According to an August 2013 survey of active job seekers who were interviewed using Skype, a mere 24% agreed that Skype was easy to use for an interview. The findings of a follow-up survey of hiring managers and recruiters conducted in February 2014 support this conclusion; only 38.7 percent of hiring managers and recruiters found Skype's technology easy to use for an interview. What these candidates and recruiters have discovered the hard way is that chat tools do not lend themselves to the complexities of the hiring process.

AGREEMENT ON SKYPE'S EASE OF USE

(By Age Group)
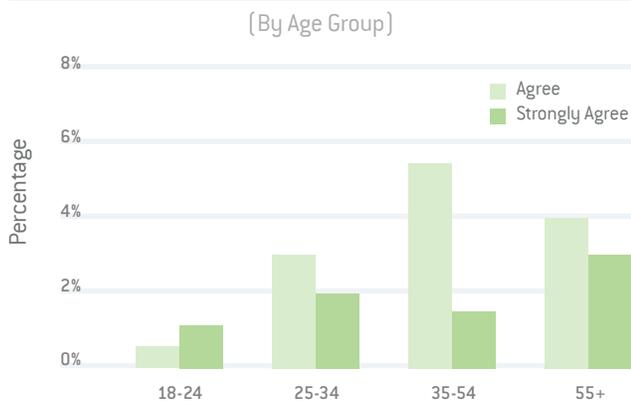
TROUBLE WITH TECH SUPPORT

Whether you are a candidate or a hiring manager, conducting a job interview using a consumer-level video product quickly becomes problematic. The first issue is typically technical support. The job candidates are left to their own devices to navigate the process. The hiring manager or recruiter, on the other hand, may turn to the IT team or their most tech-savvy colleagues to help set up their Skype accounts or walk them through the use of a webcam. Inevitably, some of the most capable people in the organization become the de facto "internal Skype help desk" and as time goes on and video interviewing grows within your organization, this burden of support will only increase — requiring time, energy and resources that your team should be spending elsewhere.

KILLING THE CANDIDATE EXPERIENCE

The next challenge is the candidate experience. For hiring organizations this means that the positive candidate experience they've worked so hard to create is suddenly at the mercy of a piece of technology that is not within their control. For candidates, their stress levels are high enough without trying to compensate for technology hiccups — this isn't grandma fading in and out, it's your potential boss and you didn't hear his last question. This leaves candidates feeling frustrated and unhappy about their interview experience, which then transfers to the organization.

BLEMISHING EMPLOYER BRAND

Finally, the problem that creates the most potential damage is what a Skype interview says about an organization's brand. A Skype interview sticks out like a sore thumb in an otherwise well-branded, high-touch hiring process. Candidates who have experienced a high-tech, purpose-built video interviewing platform will immediately notice the absence of personalized support, branded screens, and welcome videos (to name just a few components that familiarize the candidate with the organization). This missed opportunity to create a great brand impression may be the highest price an organization pays for failing to integrate purpose-built video interviewing into their hiring process.

WORTH THE RISK IN EXECUTIVE INTERVIEWS?

According to the survey data, 100% of active job seekers in the $100K-$149K income bracket strongly disagreed that Skype was easy to use for interviews. This finding raises a significant point: Should video chat tools be trusted for use in executive interviews? Acquisition of executive talent typically requires and deserves a greater investment. Few companies can afford a negative impression at that level, especially in fields with a small or tightly-knit group of professionals.

NOT EASY - EVEN FOR MILLENNIALS

Another interesting finding in the survey data runs counterintuitive to our assumption that Millennials will be most comfortable with this medium for an interview. Of job seekers in the 18-24 age range, 66% disagree that Skype is easy to use for job interviews, results similar to the 45-and- older crowd with 63% disagreement on the same ease of use question. One possible explanation could be concerns over privacy. Though younger generations may share socially with friends, many are not willing to share their social

> *Montage was amazing, so much better quality than Skype. It's cool.*
>
> –Job candidate for Disney Cruise Lines

network profiles, including Skype, with employers.

Candidates and hiring professionals should be assured that private and confidential information will remain protected — that's an essential element of a video interviewing solution purpose-built for hiring.

SO WHAT DIFFERENCE DOES "PURPOSE-BUILT" MAKE?

For job seekers, a video interviewing solution that is purpose-built for the business for hiring is all about the candidate experience. 24x7 live support is part of it, but it's much more than that. A purpose-built solution helps candidates learn more about a potential employer; it enables them to present themselves as a strong contender; and it leaves them with a positive impression about the interview experience. For recruiters and hiring managers, purpose-built means a complete suite of enterprise strength technology that

> *At Cincinnati Children's Hospital every candidate is a possible customer, so making sure they all have a positive impression about the interview experience is my top priority.*
>
> –Senior Director of Employment

is scalable, able to be fully branded, and workflow enabled for ease of use and adoption. Purpose-built does much more than make a video interview possible. It assists each side in maximizing the opportunity to engage and connect.

How can you tell if a potential video interviewing solution is truly purpose-built? By examining the maturity of the provider. To design a technology-based solution with a specific use in mind, a provider must first understand the technology and the way it will be integrated by a client to create maximum advantage. That understanding can only come with experience. At Montage our professional maturity comes through in our next-generation interviewing solution.

97% agree that Montage is easy to use.

Montage's clients are transforming from the traditional interviewing model to the future of video interviewing. Montage helps at every stage of the transformation, including a support representative on every interview. That's superior service — where experience matters most.

ABOUT MONTAGE

Montage offers the most mature video interviewing solution available, purpose-built to transform the hiring experience one smile at a time. Our proven leadership, clear vision, enterprise-strength technology, and superior experience make us the solution of choice for companies pursuing a hiring advantage. On the web at **montagetalent.com**.

Research Methodology:
The study commissioned by Montage polled 200 active job seekers and 200 active recruiters who used Skype for at least one interview in the past six months. The participants were surveyed by online questionnaire between August 6 – 12, 2013 and February 10 – 12, 2014.