ziggeo

THE POWER OF CANDIDATE VIDEOS IN RECRUITING

Analysis of Video Data Predicts Strongest Candidates

Summary of Findings

- Interviewers rate candidates who submit videos 58% higher than candidates without videos.

- Strongest candidates appear in the first 2-3 weeks.

- Candidates who submit multiple videos (when not requested) are penalized.

- Most candidates use ½ the allocated video recording time.

- Employers who record video introductions triple the number of candidates responding to open positions.

Introduction

Capturing candidate videos is becoming a standard recruitment tool to identify candidates who may be the best fit for a particular job. In addition to judging candidates on what they actually say, data surrounding videos may be just as telling. In this white paper, we address key data points mined from thousands of anonymous candidate videos recorded using Ziggeo's video technology.

Interviewers Favor Candidates Who Record Videos

According to Ziggeo's research, candidates who were given the option to submit videos — and opted to record one — received more positive ratings than those who did not. In fact, candidates who submitted videos increased their ratings by as much as 58%. As such, candidates may substantially increase their chances of being hired by opting to record videos of themselves.

Candidates who submitted videos were rated 58% higher than candidates without videos.

Majority of Video Applications Submitted Within First Month

Ziggeo's data suggests that for a typical request for recorded videos, approximately one-half of all applicants will submit recorded videos within the first three weeks of posting an open position. After that, another one-quarter will submit recorded videos within the following month.

Interviewers should expect to be busiest the first 2 weeks.

More specifically, as the following data chart demonstrates, 40% of applicants submit their interviews within the first 2 weeks – approximately 10% in the third to fifth weeks – followed a long trail of applicants trickle in (in reduced numbers).

Video Applications Submitted
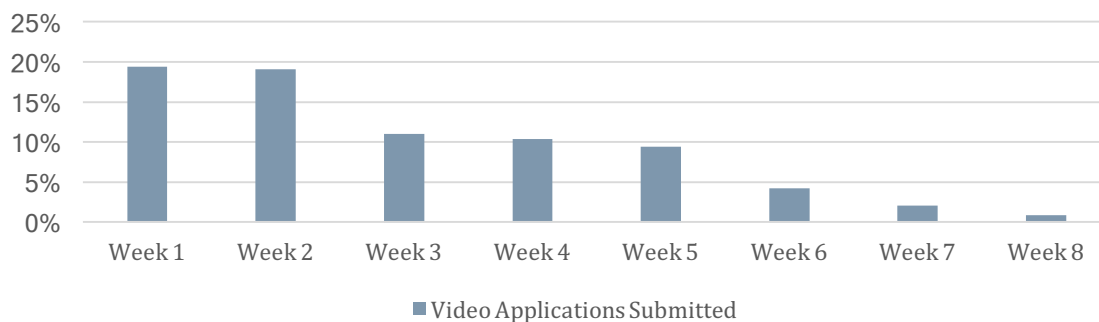
This data indicates that interviewers should expect to be busiest the first two weeks after initially posting their positions and requesting recorded videos.

Quickest to Submit Videos May Be Strongest Candidates

According to Ziggeo's research, the highest-rated (5-star) candidates tend to submit their recorded applications within the first two or three weeks after a call for video interviews (with almost half submitted in the first week). As such, it's clear that interviewers should expect the strongest candidates to appear in the first several weeks.

Strongest Candidates Appear in first 2-3 weeks.

Here's the data:

Highest rated candidates submit within the first weeks

■ 1-star ■ 2-stars ■ 3-stars ■ 4-stars ■ 5-stars
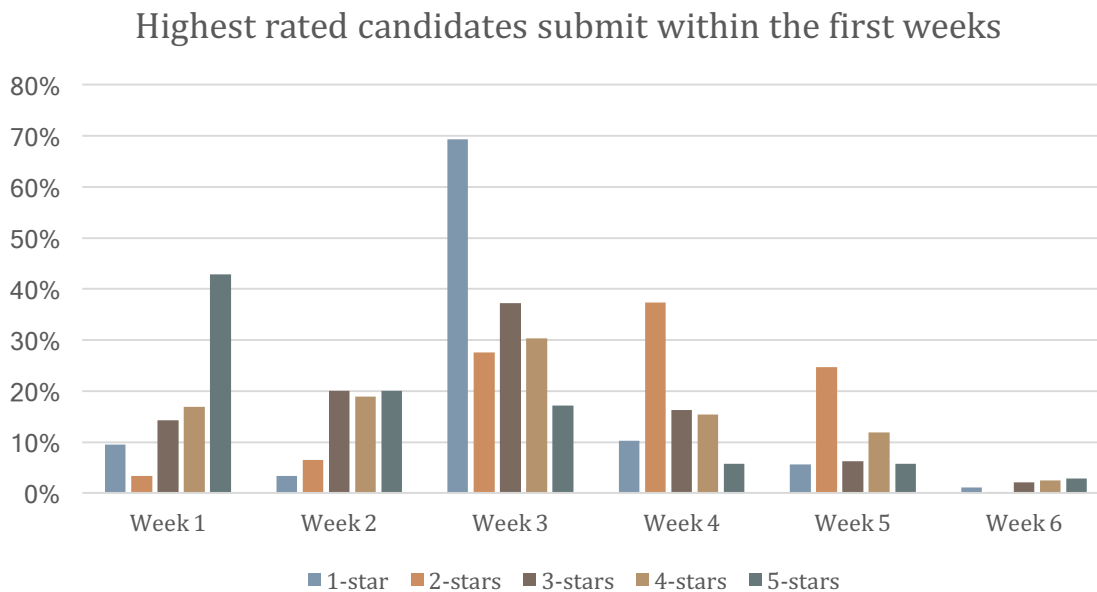
It's clear from this data that the strongest candidates tend to apply quickly. Possible theories as to why that's the case: strong candidates may be quicker to appreciate a good job opportunity; are pro-active about quickly applying; and aren't afraid to take a risk, record a video, and apply for a position.

Candidates Use Half the Allotted Recording Time

Ziggeo has discovered that candidates consistently use only half the allotted recording time. This is the case whether an interviewer sets the interview length at one minute or five minutes (or any time in between).
Ziggeo compared the maximum recording time with the average recording time actually used by candidates. If the maximum recording time is, for example, set at one minute, candidates on average recorded videos 31 seconds in length (that is: 51% of the maximum recording length).

Here is a sample of Ziggeo's data:

Alloted Recording Time vs. Actual Recording Time
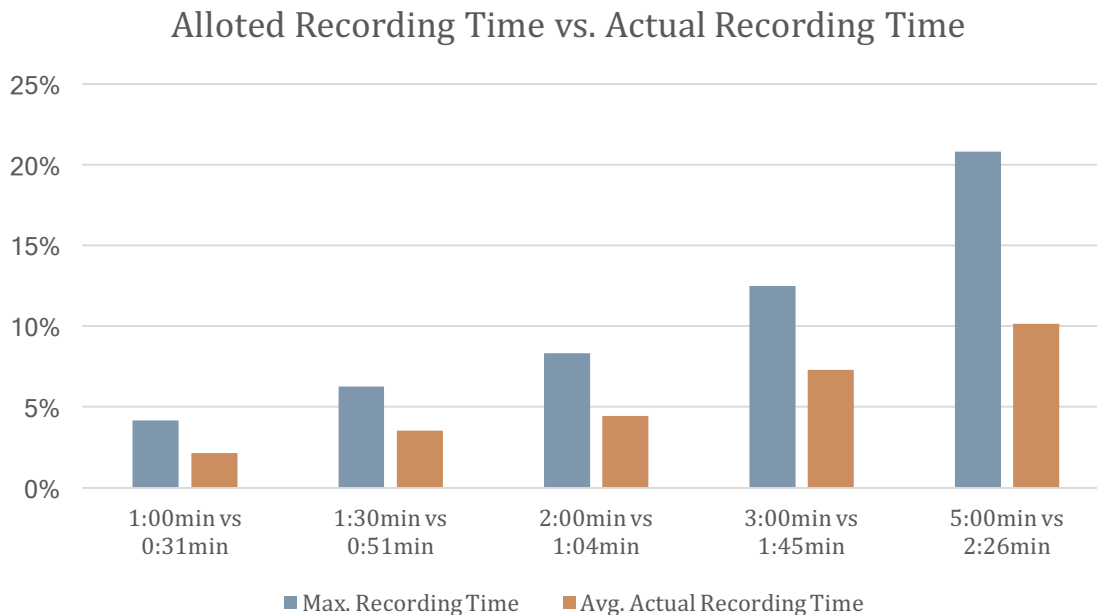
There are a number of theories as to why candidates use only ½ the allotted time. It may be that candidates are risk-averse and believe this may be good middle ground: it makes their interviews appear neither too long nor too short.
Candidates may also believe that if they can demonstrate an efficient and effective use of their allotted time in interviews, they may be exhibiting hallmarks of a top-notch employee.

Candidates consistently use only ½ the allotted recording time.

The takeaways? Interviewers tend to give candidates too much time to answer pre-recorded questions. Candidates, for their part, should not feel compelled to "fill up" the allotted time since others typically do not.

Candidates Who Submit Multiple Videos Penalized

Ziggeo also researched how employers respond to candidates who submit more than one video (when just one was requested). Turns out, submitting multiple videos hurt candidates' chances.

Ziggeo recently spoke with the Head of HR, in charge of recruiting for a startup. She mentioned

Candidates who submit more than one video are less likely to have high ratings from interviewers.

she limits the time candidates have to record their videos to 5 minutes. In a few cases, candidates who have more to say uploaded multiple videos. She remarked her strongest candidates were able to make a powerful case for themselves within the five-minute time limit. In fact, she hadn't seriously considered any candidates who needed to upload multiple videos.

Ziggeo delved into its own data from a number of different sources to see if her experience was shared by others. Data was collected on whether candidates who uploaded multiple videos were able to make a strong case for themselves. Ziggeo found other interviewers had similar reactions. Candidates who submit more than one video were less likely to have high ratings from interviewers.

Here's the data:

Candidates with one video receive higher ratings

■ One Video   ■ Two or more Videos
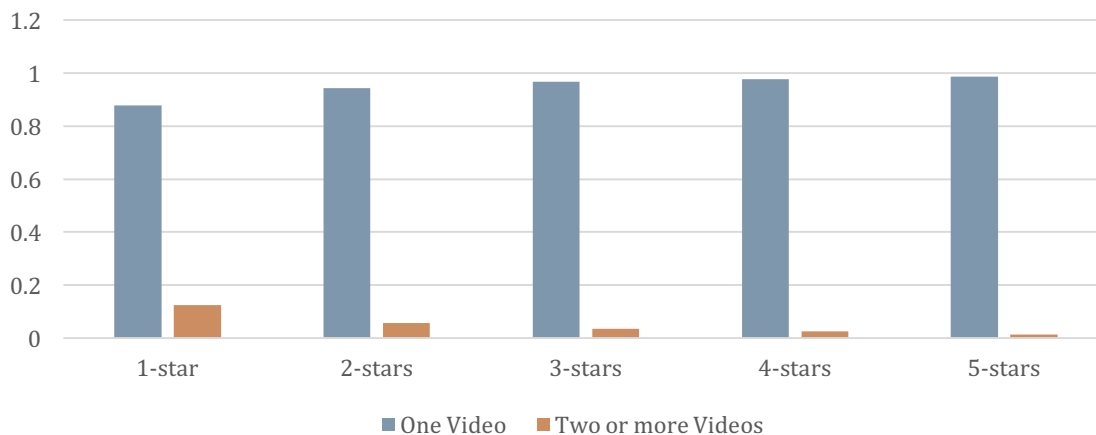
As the chart indicates: the likelihood of receiving a lower rating is higher when you submit more than one video. Or put another way: candidates who record only one video as directed stand a better chance of receiving a higher rating.

Top Candidates Re-Record Videos — But Not Too Many Times

Ziggeo's data suggests an interesting correlation between how high a candidate is rated and the number of times the candidate records a "rough draft" video before submitting the final one.

Top candidates re-recorded their videos fewer times than 4 and 3 star candidates -- but all re-recorded more than the lowest rated candidates.

Here's what Ziggeo found:

1. Top rated (5-star) candidates re-recorded 2.63 times
2. 4-star candidates -- next in line -- re-recorded 3.37 times.
3. Lowest-rated candidates re-recorded the fewest number of times (between 2.29 - 2.49 times).

Interestingly, top-rated (5 star) candidates re-recorded their videos fewer times than 4 and 3 star candidates -- but all 3 groups re-recorded their videos more often than the lowest rated groups.

Here's the data:

Re-Recordings Per Submission
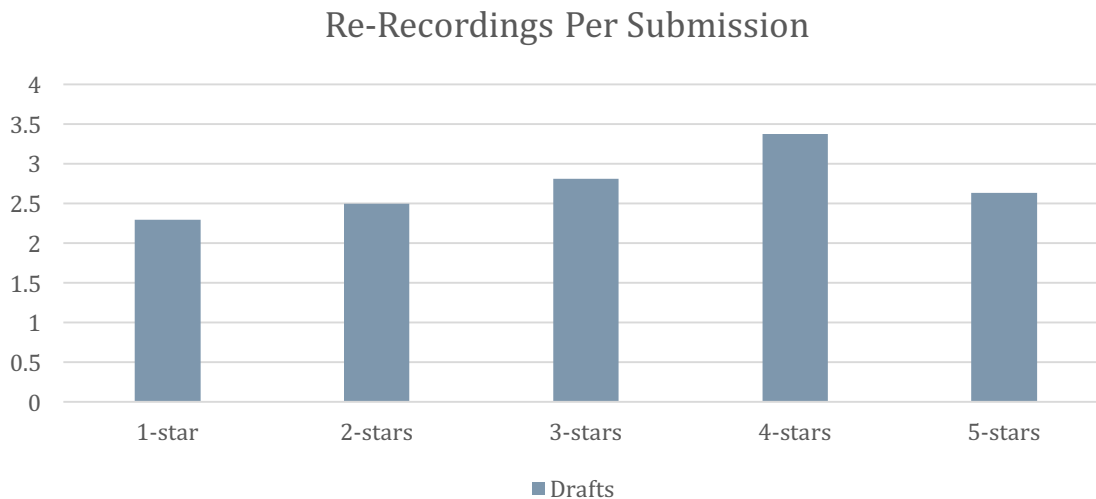
The data can be read as follows: "4-star rated candidates on average started 3.37 drafts (and submitted one of these 3.37)". As you can see from the graph, the top-rated candidates re-recorded their videos fewer times than 4-star and 3-star rated candidates. It may be inferred that top-rated candidates were more confident in their responses — and needed to re-record fewer times. At the same time, they seem to have been able to strike the right balance of re-recordings to ensure their videos were well-done.

Employer Videos Triple Number of Candidates

According to Ziggeo's data, employers who recorded videos introducing themselves, their companies and/or their open positions greatly increased the number of candidates who applied to particular positions. Candidates were, in fact, three times more likely to apply to a position when interviewers include their own videos.

Candidates were 3.04 times more likely to apply to positions that featured an employer video.

To be exact, Ziggeo found 3.04 times more candidates who apply (and submit their own videos) to open positions that included employer videos than those positions that did not feature such videos.

Takeaways

It's clear that telling data on candidates can be gleaned not just from watching their videos, but also by understanding the data surrounding them. Here are some key takeaways:

- Employers favor candidates who record videos over those who do not.
- Employers who record videos are 3x more likely to attract candidates.
- Length of videos is irrelevant -- although candidates who record multiple videos to increase allotted time fare worse.
- Attn interviewers: don't wait around for videos -- the majority (and best applications) are submitted in the first few weeks.

About Ziggeo

Rated "Best Video API" for the second year in a row at API World 2017, Ziggeo features an embeddable video recorder and video player, a fast-loading transcoder and a hosting solution. Ziggeo has been used extensively by recruitment platforms, recruiting firms and employers to power the recording and playback of candidate and employer videos.