



**HOW TO SUCCEED WITH A  
VIRTUAL INTERVIEW** and keep  
a good candidate experience



## Hello there, future wizard of virtual interviewing!

**Video interviewing** is becoming increasingly popular, especially during the COVID-19 pandemic. For many organizations, face-to-face interviews have become impossible and the only way to continue hiring is to use new solutions. For first-timers presenting yourself in front of a camera can be awkward and the stress of laggy connection and bad audio can make the most tech-savvy person to wince. But when done right, there are lots of benefits to gain by digitizing the interview stage.

To get you on your way to master the skills of virtual interviewing, our recruiters at Grooo has summed up some tips and best practices for you to keep in mind when hosting a video interview and securing a good candidate experience. A few extra preparations will go a long way!

**Have a read, hopefully you find it helpful.**





**The interview is often a critical stage in any recruitment process.**

This is the moment when the **magic** can appear when you get to dive into a candidate's skills and experience, explain just how cool your company is and (hopefully) make the candidate fall in love with your organization...



INVITATION   SET UP   A GOOD HOST   A GREAT EXPERIENCE   IN THE END

## Invitation done right

Preferably, for structure and simplicity, the invitation for the interview should be set up and sent from within your ATS. Make sure the invitation **includes all the necessary info** your candidate needs for the meeting.

That's things like:

- ✓ Date and time of the interview
- ✓ Name and title of their interviewer
- ✓ Instructions on how to join the call and a generated link to the meeting
- ✓ Any further practical tech details, like if a download is required or if any registrations are necessary





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## Set up for success

If you're in a bigger office, **book a room** or secure a quiet place so you and your candidate can have a conversation without distractions.

- ✓ Test your video interviewing software
- ✓ Check audio and video quality
- ✓ Double-check your internet connection
- ✓ A charger can be good to have near as well
- ✓ Have a fallback plan if it fails, for example, your phone so you can call the candidate instead (*expect the best but prepare for the worst*)

Make sure you **look the part** as well. Just because the meeting is online, doesn't mean you shouldn't treat it like an in-office meeting. Face the camera, sit upright, and pay attention to the screen. This gives your candidate a feeling of a serious interview.

### A tip

*To have a window for notes easily accessible next to your interview window.*



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## Be a good host

You should always try to make a candidate as comfortable as possible in an interview. This way you can really get to know them!

- ✓ Join the virtual meeting a **few minutes before it starts**, making sure you are the first one to show up. You don't want your candidate having to nervously wait alone in front of a blank screen.
- ✓ Try to **ease into the interview** with a few chit-chatty questions to break the ice, the same way you naturally do when you meet candidates at the office. This can help the candidate to relax and open up if they are nervous.






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## A great experience

Have a **clear structure** for the meeting to make the interview run smoothly and effectively. Inform the candidate about the agenda and purpose of the interview so they know what to expect.

Since body language usually appears less in a virtual meeting, a clear agenda and sense of presence can make the candidate more confident, allowing them to show more of their personality.

You can use a list of questions or a script to streamline the interview. Don't forget though to **adjust it for each candidate**, making sure that the experience is personalized and so the candidate feels a genuine interest from your side.



*If you know yourself to be one of those who tends to talk a lot, be mindful of that, and focus on the candidate. Give them time and room to speak, share their thoughts, and ask questions.*



## The End

Make sure you **don't lose track of time** during the meeting so you are forced to abruptly end the interview.

- ✓ Have at least 5 minutes to properly close the virtual interview and leave your candidate with a great feeling.

Once the interview is complete send an email to your candidate with info regarding the next step in the recruitment process (*this should always be true after any type of interview*). This way you can manage expectations, which is crucial in order to secure a **great candidate experience!**

### A tip

*Don't schedule back-to-back meetings. Leave room for extra questions, technical mishaps, and other things that can drag out on time.*





**NOW YOU ARE READY  
TO MAKE MAGIC!**

Best of luck!