



End-to-end Recruitment Software for the UK Public Sector

Vendor:

VidCruiter Inc.

Prepared By:

JF Poirier
VidCruiter



About VidCruiter

VidCruiter is a cloud-based recruitment software provider and HR consulting firm. Founded in 2012, VidCruiter's mission is to help our clients build a customized recruitment process that delivers the highest-quality employees in the most efficient and cost-effective way.

VidCruiter's end-to-end recruitment software is entirely customizable so it evolves alongside the needs of your organization. It can incorporate video, voice, text, weighted logic and interviewing capabilities. The sky's the limit. These features can be tailored to any hiring process with ease. The platform is currently available in seven (7) languages for the user, and unlimited languages for the candidates.

Who does VidCruiter help?

VidCruiter brings value to most mid-to-large-sized organizations. We currently serve hundreds of clients around the world, including Samsung, the United Nations, Citibank, Lowe's, Universal Studios, Aflac and US Foods. We help businesses across nearly all sectors, including Government, Academia, high technology, large retail, healthcare, financial institutions, , defense & law enforcement, insurance, call centers, and more.



The VidCruiter Team

Headquartered in New Brunswick, Canada, VidCruiter employs 130+ individuals globally. We believe in hiring only the best candidates, and those individuals may live outside the city, country or continent of our HQ. We have many hard-working remote staff who've been hired using our own pre-screening software. Many of our employees come from recruitment and HR backgrounds themselves, which brings real-world insights and strategic recruitment advice to your team.



98% Of G2 Business Software Reviewers Recommended VidCruiter

Digital Recruiting Platform

Like everything in this day and age, recruitment is becoming more and more digital. Organizations that want to attract the best talent are turning to digital strategies to stand out from the crowd and land the best talent.

Online recruitment and digital transformation can certainly feel overwhelming. Thankfully, by harnessing the power of digital technology and VidCruiter's years of expertise, we make it easier to cover all of that ground. Hiring teams can get in front of high-quality candidates without leaving their (home) office, connecting directly with top-tier talent, even when they're not actively looking for a new role.



Through our relationship with the UK Government, the limitations of traditional hiring will be replaced with a more accessible, fun and streamlined approach to talent acquisition. Globalization is at its peak and international competition is a reality for both local and international brands. The global market is for everybody and the secret to winning the war on business is winning the war for talent first.

Improved efficiency, higher quality hires, and a better candidate experience, what else could you ask for? For many, the digital transformation is already happening. VidCruiter has helped countless organizations navigate the change. Exploiting the power of digital technology has delivered efficiencies in many different industries. Recruitment is no exception. This proposal outlines some of the benefits UK Government could see by leveraging VidCruiter's Automated Scheduling Solution.

Shorter time-to-hire and higher quality candidates mean you can get more done in less time and for a greater reward!

While recruiting falls under the umbrella of HR, its impact is felt across the entire organization. Leveraging tools like VidCruiter to not only improve efficiency but also the quality of hires is integral to the long-term health and success of a business.

Vid Tracking

Inefficient applicant tracking can negatively affect your team's organization, productivity, and even the quality of your hires. It's difficult to keep track of many applications, especially when hiring for multiple positions. Moreover, recruiting opinions from hiring managers and other stakeholders can complicate an already sizeable task.

VidTracking is an applicant tracking system that instantly filters out unqualified candidates. Simply set search standards and establish knockout questions to quickly disqualify applicants who don't meet a minimum performance level or are lacking the necessary skills for the job. Base your search on candidate ratings from other team members or combine them all. Our applicant tracking system enables you to track and find every applicant in any manner you wish.



Manage Your Applicant Pool: Stay organized during the recruiting process no matter how many applications you receive. Digitally managing your applicant pool ensures qualified applicants are not overlooked and you don't spend unnecessary time on those who are not fit for the position. Easily share candidate profiles to encourage more input during the hiring process and unify applicant feedback.



Faster Recruitment, Better Quality Hires: Identifying high-quality candidates becomes second nature when using weighted questions. Simply set more value to answers that are most important to you, and the system will display the perfect match. Filtering questions immediately remove unqualified candidates.



Unique Applicant Process: Add unlimited questions and/or skill testing to make sure only capable candidates advance to the next step. Add employee testimonials to express your corporate culture and proudly display your brand.

- Organize Your Talent Pool to Quickly Find Top Talent
- Sort Thousands of Resumes
- Minimize Time-Consuming Tasks
- Paperless, Foolproof Recruitment
- Powerful Information at Your Fingertips
- Collaborative Hiring
- Global Recruitment Made Easy
- Lead with a Strong Employer Brand
- Keep Confidential Information Safe

Vid Interviewing

Interviewing candidates is a key part of any recruitment process, providing valuable information that can't be gleaned from someone's resume or CV. Unfortunately, it can be very time-consuming and expensive. With traditional interviews, time is wasted coordinating schedules, navigating time zone challenges, and arranging travel. You may feel obligated to complete the interview even when you realize a candidate is unqualified within a few minutes.

VidInterviewing is a pre-recorded (one-way) interview process that allows hiring teams to pre-screen thousands of candidates worldwide in a fraction of the time. Simply send candidates a few questions and invite them to record their responses with a webcam or mobile device. You can quickly review and sort through the responses, significantly reducing the time it takes to identify the most qualified candidates.



Gain a Better Understanding of Candidates in Minutes: Video interviewing provides you with more information and qualitative data than a resume ever could. The system gives candidates the opportunity to provide multiple video responses alongside essays or multiple choice answers, this can provide your team with better insights and a more complete understanding of any candidate, which enables you to make better hiring decisions.

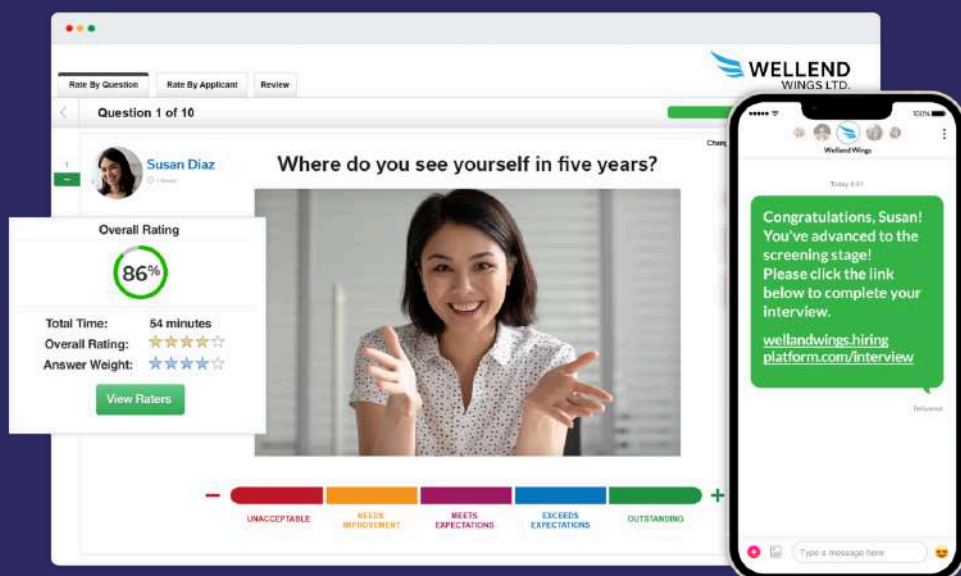


Candidates Prefer Video over Phone Interviews: Candidates consistently state they'd rather complete a video interview than a phone interview. By utilizing video interviews, your organization avoids losing top candidates as it makes the process more convenient and engaging than a regular phone interview.



Custom Templates, Interview Guides and Rating Rubrics: Customizability is at the core of our video interviewing, your team will have full access to custom position and video interviewing templates, including rating guides that can seamlessly implemented into your interviewing and recruitment process.

- High-Volume Screening Capabilities - No Bandwidth Limits
- Mobile-focused for convenient, easy video recording
- Embedded branding, customized steps & position templates
- Save templates for convenient setup of future positions
- Add knock-out questions to screen thousands of applicants in a fraction of the time
- Allow candidates to practice, re-record, or have them record under pressure



Vid Scheduling

Simplified Interview Scheduling Software for High-Volume Recruitment

Interview scheduling software can help **UK Government** Talent Acquisition eliminate the need to take valuable time out of their day to book appointments with candidates. VidCruiter's software will automate the process and help keep everything in one convenient spot.

Every recruitment process involves a number of scheduled steps. Having to make multiple calls or exchange back-and-forth emails to determine a suitable time for everyone is not a good use of time for applicants, recruiters, interviewers, and anyone else involved.

With VidCruiter's Automated Scheduler, members of your hiring team simply set their availability and applicants are then invited to choose the time that suits them best. Once a time is selected, all participants receive a confirmation with all of the necessary information, and their calendar is automatically updated.



Automatically Schedule Any Type of Recruitment Event. Automation makes scheduling any event more convenient and hassle-free. Our automated scheduling tool enables you to easily schedule any type of event, including phone interviews, video interviews, in-person interviews, group interviews, in-person training sessions, and more. You have the flexibility to schedule any event that your team needs.



Easily Manage Your Availability. You can choose to set your availability on a daily basis or copy it for weeks at a time. Custom settings allow you to adjust your availability to meet specific requirements. If you're busy, the system will allow other members of your team to manage your calendar.



Integrated with Your Calendar. Our automated scheduler integrates with a variety of online calendars including Google, Outlook, iCloud, Office 365, Exchange and more. You don't have to worry about blocking off unavailable times in multiple calendars. Once you book something in your calendar, the scheduling system will automatically remove the time from your availability. VidCruiter's scheduling system allows your candidates to schedule their interview using any device, providing more flexibility and convenience.

- Coordinate Multiple Recruitment Events automatically
- Include Video Conferencing Links (**VidLive, Zoom, MS Teams or any other platform**)
- Automate Email & SMS Reminders for Candidates and Hiring Managers
- Cancel & Reschedule Interviews as needed
- Set your availability on a daily basis or copy it for weeks at a time.
- Allows other members of your team to manage your calendar on your behalf.
- Integrate Your Outlook Calendar

The screenshot displays the VidCruiter interface with several key components:

- Overall Rating:** 86%
- Total Time:** 54 minutes
- Overall Rating:** 5 stars
- Answer Weight:** 5 stars
- View Raters** button
- Calendar:** A calendar for March 2022 with a green square on the 27th indicating a selected date.
- Available Start Times for March 27, 2022:** Time zone: Atlantic Time (Canada) (Change Time Zone). Selected Time: 1:00 PM. Other options: 2:00 PM, 3:00 PM, 4:00 PM.
- Meeting Confirmation:** Meeting with Arianna, Wellend-Wings, 1:00 PM on March 27, 2022. Estimated Duration: 1 Hour.
- Video Conferencing:** A video call window showing two participants, one of whom is Arianna.

Vid Live Interviewing

Many companies have turned to video conferencing to conduct face-to-face interviews without having to be in the same room. With the inevitable rise of remote work, employees everywhere have adapted to video technology, but many hiring teams struggle with limitations when using free virtual meeting spaces like Zoom and MS Teams. They simply weren't built for recruitment purposes.

VidLive Interviewing is made for recruiters and remote teams. No pesky downloads are needed for anyone to participate in an interview, yet all information is kept secure. Everyone can meet virtually in real-time, regardless of how much physical distance is between them.



Reduce Travel Costs and Increase Efficiency. By doing a video interview, you can eliminate expensive flights and other costs associated with bringing people in or going to meet with potential candidates. It also dramatically reduces the time-to-hire.



Interactive Live Video Interviewing: VidCruiter live interviews allows for screen sharing, and two-way communication between participants during the live interview, rendering the experience more interactive and giving candidates and interviewers the opportunity to express themselves freely which generally impacts the quality of the interview and the recruitment process.



Up to 20 participants on recorded live interviews: With our VidLive application, up to 20 participants can join any particular interview, you can record the interview as it's happening and refer back to it at any time. If someone was unable to attend, they can watch the entire interview as well, even on their smartphone. Everything that was said is documented and saved in candidates' profiles.

- Meet for as long as you'd like with multiple interviewers and candidates
- Private chat between interviewers to stay coordinated during the interview
- Screen-sharing, tagging and recording for live interviews
- Record interviews and tag a section for future review
- Multiple interviewers for Live interviewing (up to 7)
- Mobile Interviewing with VidLive for iOS and Android
- Built-in candidate rating system

The image displays a woman in a white sweater on the left. To her right is a screenshot of a video interview interface. The interface shows two video feeds: one of a woman in an orange top and one of a man in a suit. The interface includes a 'WELLEN' logo, a 'Digital Working Account' header, and various controls like 'Mute', 'Unmute', and 'End Call'. Below the video feeds is a candidate profile card for Valeria Cano, showing her name, email (canov.2022@gmail.com), a phone number (2 159.109.79.767), and a rating of 84% in a green circle. The profile also indicates the device used: Safari Mobile 12.1.1 (iPhone, iOS 14.2).

Vid Testing

Ensuring applicants have the required skills for a position can be difficult to screen for during an interview. Unless you're monitoring an applicant while they complete a skills test or assessing them in the work environment, it's tough to identify whether or not someone has the core competencies to succeed in the position.

With VidCruiter's digital skills testing solution, recruiters and hiring managers are able to test for a variety of different skills in candidates, including Microsoft Excel knowledge, typing speeds, RFP simulations, script reading, and much more.



Engage Applicants with Interesting Skills Tests: The pre-employment assessments can go beyond your typical text-based tests. Recruiters can add video, audio clips, and photos to make the process more engaging while letting candidates react to real workplace scenarios. The system also allows applicants to complete the test without being redirected to another system.



Automate the Assessment: If you are looking to help your team save time, you can pair the skills testing platform with VidCruiter's advanced customized workflow system to help automate the process. Not only will the platform filter out candidates based on their responses, but it will also automatically move them to the next step if they achieve the appropriate score. You can even have rejection emails automatically sent to unqualified applicants.



Simulate Your Workplace Environment: Certain positions require individuals to work efficiently in fast-paced and high-pressure environments. Adding time limits ranging from a few seconds to a few days and restricting the number of attempts that candidates have when completing screening questions are a few ways you can simulate your workplace environment during the recruitment process. Incorporating high-pressure situations into the screening process is an efficient way for your hiring team to eliminate candidates who would not perform well in the environment.

- Assess Technical Skills
- Simulate Your Workplace Environment
- Use Pre-built Templates
- Host Your Own Assessments in VidCruiter
- Add Video-Based Skills tests
- Add As Much or As Little Pressure as Needed
- Proctor Your Assessments Virtually

Global
Senior Account Executive
Page 10 of 27
In this section, we will test your skills for: PowerPoint
* Q8. How do you apply a slide layout in Normal View?
A) On the View tab, click Normal. In Normal View, in the thumbnail pane on the left, click the slide that you want to apply a layout too. On the Home tab, click Layout, and then select your preferred layout.
B) On the View tab, click Normal. In Normal View, in the thumbnail pane on the left, click the slide that you want to apply a layout too. On the Home tab, click Section, and then select your preferred layout.
C) On the Review tab, click Normal. In Normal View, in the thumbnail pane on the left, click the slide that you want to apply a layout too. On the Home tab, click Layout, and then select your preferred layout.
D) None of the above are correct.
Select an Option: A, B, C, D
Next
VidCruiter Powered

Vid Referencing

Reference checks are one of the most tedious and potentially unproductive stages of the recruitment process. Having to schedule time to conduct reference checks, playing phone tag with applicants or referees, and getting brief or meaningless cookie-cutter responses are just a few examples of how traditional reference checks often waste time

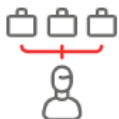
With VidReferencing, managers can gather information on hundreds of applicants without picking up the phone or engaging in long email threads. Focus your time on the more important tasks at hand. We'll take care of the rest!



More Insightful, Accurate References: Asking a candidate for two references is often not enough, but asking for more will take too much time. With VidReferencing you can ask for as many as you want without the risk of spending hours coordinating it.

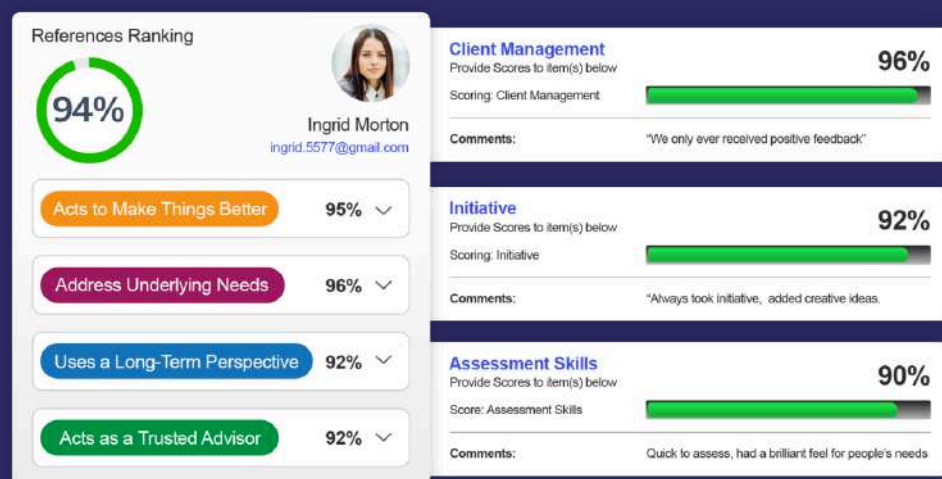


Ask for References at Any Time: Our system lets you ask for references at any point in the hiring process. Ask for them upfront to get a better idea of the candidate before the interview, partway through to get more of a sense of the person's past work experience, or at the very end to verify before hiring. It's your choice.



Candidates do all the Work: Once you ask for references, you just need to wait for them to come in. With VidReferencing, applicants are the ones who contact the referees on your behalf. Applicants get each of their referees to complete your private online report and do not get to see what is written.

- Ask for as many references as you want
- More insightful, accurate references
- Candidates do all the work
- Better response rates
- Ask for references at anytime in the hiring process
- Customize and standardize the process
- Get all your references done in a fraction of the time



Vid Rating

Add structure and consistency to your interview process. With structured interviews, candidates are selected based on objective rankings—not subjective instincts. Also known as standardized interviews, structured interviews are a tried and true hiring best practice backed by years of research into their effectiveness.

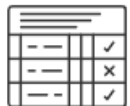
With structured interviews, candidates are selected based on objective rankings—not subjective instincts. Also known as standardized interviews, structured interviews are a tried and true hiring best practice backed by years of research into their effectiveness.



Double Your Odds Of Hiring The Right Person: Structured interviews are scientifically proven to help you make better hiring decisions. They present each applicant with exactly the same questions in the same order - and all questions are based on competencies required for the job. Every candidate is evaluated using a common rating scale and interviewers submit their ratings separately to minimize bias.



Minimize Hiring Bias: Too often, candidates are asked different questions depending on the interviewer, which can lead to accidental bias and hiring mistakes. Structured interviews make it much easier for interviewers to stay objective and organized by promoting objectivity, uniformity, and fairness. Everyone can be confident each candidate was evaluated based on the same criteria..



Establish a Reliable Scoring Baseline: All interviewers' scores are automatically compiled, calculated, and directly integrated within applicant profiles. This makes it easy to compare job applicants after the interview. Now that's smart recruiting.

- Double Your Odds of Hiring the Right Person
- Digitally Score Interview Responses
- Easily Compare Candidates
- Minimize Hiring Bias
- Make More Informed, Data-driven Decisions
- Hire a More Diverse Workforce

The screenshot displays the Vid Cruiter interface. On the left, a list of interviewers and their scores is shown:

Interviewer	Score
Lisa Stewart	85%
Andy Sharp	82%
Tonie Shappel	84%
Cindy Dehaveland	63%

The main interface shows a candidate's profile with a video feed. On the right, the 'Overall Ranking' is displayed as 85%. Below this, a list of competencies and their scores is shown:

Competency	Score
Acts to Make Things Better	90%
Address Underlying Needs	86%
Uses a Long-Term Perspective	82%
Acts as a Trusted Advisor	82%

Vid Onboarding

Getting a new employee properly up-to-date can be a time consuming and money wasting process. Making sure to cover every aspect of the on boarding, taking time from your busy schedule, ensuring comprehension and not properly sharing your company culture are just some of the problems faced when on boarding new employees.



With VidOnboarding, your organization is capable of automating the entire onboarding process resulting in a more accurate and efficient start for new hires. Using pre-established position templates, you can simply get a recruit to conduct the automated onboarding process, ensuring every aspect of the required documents and forms are signed and eliminating the human resources used for integrating a new employee. Moreover, your company is capable of customizing the entire process to demonstrate your company culture, preparing the employee for your work environment.

Get New Hires Onboarded Smoothly: Automating your onboarding allows new employees to progress to your workforce smoothly. Ensuring all of the correct understandings are met, forms filled out and signed using integrations from our partner, Adobe Sign, the whole process is digitized for a more timely onboarding. You can also track an employee's progress, keeping yourself on top of every step.

Reduce Time and Cost: By using an automated system, you can eliminate many of the cost and time wasting components of a traditional onboarding structure. You no longer need to waste human resources or paper with everything being digitized, simply get the new employee to complete the selected onboarding template. Moreover, many further explanations are available with the possibility of adding video, images or other examples into the onboarding process.

Improved Quality: The quality of automated onboarding is unmatched, with taking the time to establish your optimal onboarding process for each position you are ensured that no steps will be missed or misunderstandings are held by the employee. Furthermore, you can choose to add screenings such as background checks or in conjunction with VidTrainer you can put testing during the onboarding to make sure your company policies or procedures are well understood.

- *Onboard all new employees smoothly*
- *Reduce manpower used*
- *Improve the quality of your onboarding process*
- *Reduce time-wasting and cost used during the process*
- *Implant screening methods*
- *Electronic Signatures are available via our integration partners*
- *Share your company culture & promote your brand*

Client Experience

Delivering top-tier value to clients is part of the vision, mission, and values that make VidCruiter a trusted partner.



Dedicated Client Success Managers

Your dedicated Client Success Manager will act as your personal VidCruiter assistant. They will be there anytime you require assistance with your account and can be contacted by phone, email or the platform's built in chat feature. To ensure availability and the highest service delivery standards, we have assigned two managers for the Town of Ajax's account.

Client to Account Manager Ratio

Every VidCruiter Client Success Manager is assigned only a small group of clients to ensure they can provide each of them with the attention they deserve. This way they are able to respond to you in a timely manner.

Customized Success Plan

An implementation guide and plan will be provided to all key stakeholders. We will help onboard and train all users to ensure your organization receives the maximum benefit from our platform and products.

Unlimited Follow-Up Training

Additional training sessions can be scheduled with your organization's Client Success Manager as needed. Some common examples of supplemental training sessions include refresher training, advanced feature training, and onboarding of new users.

Training Modules

Self-training is available if you would prefer to learn on your own or require a quick refresher. You will have unlimited access to a complete set of tutorials that cover the VidCruiter platform's features and functionality.

Applicant Experience

The candidate experience must be seamless, fast, and responsive in order for it to be positive. It can be the difference between top candidates accepting your job offer or not.

It's midnight, and a high-quality candidate is trying to apply for a position at your organization. They're experiencing some tech trouble, and they're considering abandoning the application process. VidCruiter's Applicant Success Team is ready to assist your job applicants at all hours—so you don't have to.

Our support team boasts a one-minute turnaround, that's what we expect, and so should you.

24/7 Applicant Support

The VidCruiter Applicant Success team is (literally) always ready to assist your candidates. Our team will quickly resolve any issues via instant chat, email, or phone to ensure every applicant has a positive experience. Supported languages for 24/7 support include:

- English
- French
- Spanish

Custom Applicant Support

We will create a customized support plan to match your organization's unique needs. This plan will be delivered in Phase 2 of the implementation plan.

Candidate Surveys

We'll help you set up surveys so applicants can provide feedback regarding their application experience. A variety of reports provide you with valuable information and help you improve your recruitment process.



Infrastructure & Security

Enterprise-Level Security, Privacy & Compliance

Enterprise organizations must keep applicant and employee data 100% secure. You can rest assured all of your data is safe with us. It is hosted on the Amazon Web Services (AWS) network—one of the most accredited data centers on the planet—on servers in the EU, USA, Canada, UK and Australia. We use 256-bit FIPS 140-2 Validated encryption, and data is encrypted both while in transit and at rest. You own all the data, and you can access audit logs (including IP addresses and timestamps) whenever necessary.

The VidCruiter platform is certified and compliant with even the strictest security standards.



Security Measures You Can Trust

We want to reassure you that VidCruiter has taken every necessary precaution to keep your data—and that of your candidates—safe. And we always will.

We've Checked Everything

We take proactive steps to remain constantly vigilant. Our fail-proof procedures keep all data secure, updated, and pushed to loss prevention servers when necessary.

Certified & Compliant

Our experienced IT team has implemented the absolute highest security standards into the VidCruiter platform. We guarantee it. Our software adheres to HTTPS TLS 1.2 secured communication, as well as other strict security standards.

