



Is this Star Wars or the Future of Hiring? Video Robotic Interviews

Do you wish to be a Movie Star and record your own video outlining the highlights of your career and what you can offer a new employer? How would you like to be interviewed by a robot? If you think these are Star Wars interview, you are wrong. They are going on now.

We all know that over the last few years, many companies have had filters on applications they receive and if certain words are present, they will review the resumes. If these buzz words are not, they will send the resumes on a one way ride to cyber space.

The fact is, job boards produce thousands of candidates daily for hiring personnel to consider. So, the HR executives reviewing the resumes never have enough time to review each applicant individually. Therefore, the screening process (or the filtering process) is done in many instances through word association. As well many companies (especially in the USA) are having you record your own video interview or sit for an interview directed by a robot interrogator.



Better Interviews Could Improve Your Company's Bottom Line

You knew the best way to prevent against bad hires? Improve your interview process ... that seems logical. Is it not? An interview process should filter candidates to ensure they have a common culture with your group and the ability to get the job done. These are what will strengthen your brand.

Every candidate that approaches your company, regardless if they receive a thank you letter, job offer, or just a phone screen, must become your Ambassador. It only takes a few unhappy applicants to deter highly desirable qualified job seekers from never applying for your career opportunities. In fact mainstream job seekers read as many reviews as they can before forming an opinion. This doesn't even include what they've heard by word of mouth!



Making your interview process the best must consequently be essential, not only for the happiness of your employees, the health of your brand; but also to your company's bottom line. "Great people are very hard to find"

We believe non personal interviews or not replying to applicant's online mail hurts your company reputation. People do not forget poor treatment; but on the other hand are happy to applaud fair and compassionate treatment even if they don't get the role they applied for.

So now we return to Robot/Video interviews. How on Earth can anyone even speak well of a company who cannot even give a few minutes of personal time to a Senior Executive applying to join their organization?

HOW IT WORKS - VIDEO INTERVIEWS

First you fill out several online documents. You then attach a customized resume addressing this employer and their specific job you are applying for. You also provide names of references, sign a waiver (USA thing) agreeing to the provisions required.

Somewhere a Software program scans your data record for keywords. If they match those in the employer's required list, your submission is flagged (Great for you) for the next step!

Hopefully you will then get an e-mail. When it arrives it asks you to click on another agreement (a further USA waiver so you don't sue them if you don't get the job), and then you sit in front of your own video screen to answer standard interview questions from an online android. You must carefully think about your responses, and do your best to be calm and collected as you address The recruiter "Mr. Robot"

After your on screen debut, another machine "views" your video. It scans your voice and body language and if your video doesn't match the template the employer uses, the recruiting process ends. Sorry no Hollywood movie contracts for you.

Supposedly in the USA "Video interviews have significantly reduced travel costs for hotel recruiters. But how many good candidates who would have been a benefit to their organizations never got to human interaction stage?"

ANDROID JOB INTERVIEWS

The reason for the need for these ROBO interviews, is that even though companies confirm there is a major skill shortage and according to our math based on results we get from our job board (and we assume others), there are far more than enough qualified candidates to fill every role that every employer has worldwide. We know that some job boards have thousands of openings, Just view Marriott, IHG or Hilton to see. Yet, there seems to be a clear directive to save interview costs by moving from human interviews to word processors. We wonder why? Perhaps, one reason is that the job board attracts millions of hits. Most of those applicants do not have any skills necessary for the role advertised. However, the applicants think that by applying their resume will be kept and should another role become available with this group, they would be considered. This is absolutely incorrect



If a role is available in Hong Kong and the individual who is replying is a capable individual but in the Caribbean, the Hong Kong recruiter may not consider this applicant as he is too far from HK even though he was well qualified. Therefore, the applicant will receive a reply “thank you, but no thank you”. The resume will be dropped into ‘cyber space’. The reason is this Hotel only searches for their own openings and has not been instructed to send resumes to the head office Database. This is a corporate decision with many organizations. No one in the entire company which may have units in the Caribbean ever learn of this potential platinum asset. In head office, If someone applies for a VP role but is only an Assistant General Manager, the same process occurs; therefore, no one will know if there is another suitable role available in the future.

With all of the job boards and direct applications, less and less Hospitality Groups are visiting Hotel schools or even advertising as often as before. So the prospective employee, must apply directly to their online web board instead of meeting a member of the company in person. Top senior executives are the center of attention for all search companies. Why should they apply online and risk someone seeing their resumes and telling their current employer?

Instead of making a time or money investment, some companies are sending drones to examine applicants online and via video. We find it strange that human judgement has gone from the most important time in the recruiting and selection process... The very first contact between employer and job seeker. This is like a first date and you cannot re do a first impression. How would you feel when the company you want to spend your work life with on a first date introduces you to a mechanical evaluator?

NOTE

- Some companies that provide the Software & Android Video interviewers explain that no company has enough staff members to do all the interviews nor the budgets to travel globally so they are the best and fairest alternative. The truth be known many Human Resources Executives really don't wish to 24-7... everyday conduct the same interview process. So “at the end of the day” many Hospitality Groups turn off many of the best talent in today's tight hiring market.
- You therefore cannot blame companies from developing software Robot Interviewing Tools and selling them especially if organizations are prepared to buy them. The final result is Human Resources Directors are isolating him or herself, and insulting, the talent pool that supposedly they are trying so hard to attract in today's discriminating employment market?

At Renard, customer service is not a "Department" it's an "Attitude"!

Sincerely,
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