



# The Buyer's Guide to Automated Interview Platforms





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## Who is Automated Interviewing For?

This short answer is: if you're a recruiter with evergreen roles or healthy applicant flow, Automated Interviewing is for you.

Whether you're a team of one or a team of one hundred, an Automated Interview solution can help you spend time in the right areas.

83%

of candidates accept their first job offer from employers (a.k.a. speed to offer wins)

Source: Glassdoor

80%

increase in screening efficiency by using asynchronous interviewing.

Source: Qualifi

43%

of candidates choose to take interviews outside of business hours.

Source: Qualifi

60%

of employees could save an entire workday each week if their repetitive tasks were automated.

Source: Smartsheet



### Do I Need An Automated Interview Solution?

Over the past few years, companies beefed up their recruiting departments to sustain hiring needs because of the inefficiencies within the general recruiting function. The going thought was (and unfortunately still is) they need more recruiter headcount because productivity per recruiter hasn't significantly increased in years. Rather than utilize modern technology or streamline processes, companies opted to hire more people. This is like trying to win the Indy 500 using a bicycle instead of a car.

It's unsustainable to continue meeting recruiting demand by simply adding more recruiters. The larger your company gets, the more this approach is impossible. That's why we have no choice but to make our approach to recruiting more efficient and cost-effective. If not, we risk being outsourced or down-sized.

To know whether you could benefit from an automated interview platform right now, ask yourself these questions:



Are we getting good traffic to my most common roles (e.g. hourly, entry-level, or high volume)?



Am I (or my team) spending more than an hour per day on the phone or on video, screening new applicants?



Am I not getting enough time to source strong candidates for high-need roles?



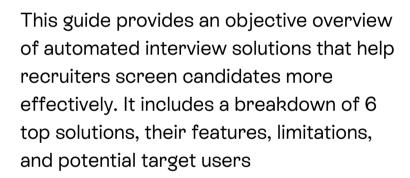
Are my candidates waiting longer than 1 day to get a next step from us?







# The Automated Interview Buyer's Guide



<sup>\*</sup>The following tools are presented in alphanumeric order. Some user reviews may have been edited for clarity















#### **About HireVue**

HireVue is an end-to-end Hiring Experience Platform with video interview software, assessments, text-enabled recruiting tools, and conversational Al chatbots.

#### **MOST COMMONLY USED BY**

Large Enterprise Recruiting Teams (10,000+ Employees)

#### IN THESE INDUSTRIES

Financial Services
Hospitality
Manufacturing
Tech & Telecommunications
Public Sector
Retail
Healthcare

#### **RECRUITING FOR**

Campus Roles
Professional Roles
Hourly Roles
Technical Roles



#### **AI-Based Solution**

HireVue's AI is intended to give recruiters and TA teams a standard and structured way to quickly screen more candidates.



#### **Integration Partners**

Pre-built integrations enable HR leaders to easily connect and maintain technologies.



#### **Services**

Additional cost offering to kick-start change management with specific strategies and full platform customization based on your business objectives.

#### **CONSIDERATIONS**



#### Cost

Pricing starts at \$34,000 annually for limited feature sets. Users must purchase add-ons to get their full suite.



#### **Candidate Experience**

Not all candidates are comfortable being interviewed via one-way videos. This can lead to slower response times and lower response rates.





Comprehensiveness in setting up the test and functionalities available is very handy. Video-based questions are the most frequently used.

Head of Talent Acquisition Enterprise (> 1000 emp.)



All of the video footage was horribly lagged and garbled. The auto eventually straightened itself out, but the video always had an odd delay.

User in International Affairs Small-Business (50 or fewer emp.)



#### **About Modern Hire**

Modern Hire is an intelligent hiring platform that enterprise HR and Talent Acquisition Leaders turn to for smarter job interviews and pre-hire assessments at scale.

Transforming each step of the process with screening, assessment, interview, and

workflow automation tools that

efficient, ethical, and engaging.

make hiring more effective,

#### MOST COMMONLY USED BY

Large Enterprise Recruiting Teams (10,000+ Employees)

#### IN THESE INDUSTRIES

Banking

Healthcare

Hospitality

Logistics

Retail

RPO/Staffing

Telecommunications

#### **RECRUITING FOR**

Call Center Roles

**Diversity Hiring** 

Graduates

High Volume Roles

**Professional Roles** 

Sales Roles



#### **IO Psychology**

Modern Hire is one of the largest employers of PhD-level selection scientists dedicated to talent analytics.



#### **Integration Partners**

Modern Hire partners with leading enterprise ATS systems and video platforms, and syncs with major calendaring solutions.

#### **CONSIDERATIONS**



#### Cost

Pricing starts at \$30,000 annually for limited feature sets. Users must purchase add-ons to get their full suite.



#### **Acquisition by HireVue**

They were recently acquired by HireVue, which means some of their systems and business practices may change. (e.g. Pricing, support, software updates, etc.)



#### **User Experience**

While their tools are functional, they lack the elegance of many other interview tools on the market. This impacts your candidate experience significantly.





The launch of the partnership, as well as the ongoing training and support, have brought me joy.

Payroll and Human Resources Coordinator Mid-Market (51-1000 empployees)



The outages!! When we have a higher-level (Director and above) interview, we almost always use WebEx to avoid dropping a call.

User in Telecommunications Enterprise(> 1000 emp.)



#### **About Qualifi**

Qualifi identifies top candidates for recruiters faster with textenabled tools, audio screening software, assessments, video interviewing, and scheduling solutions. Qualifi's frictionless platform saves both recruiters and candidates time while maintaining a human touch. With Qualifi, companies are empowering recruiters to scale effectively and win talent with speed.

#### **MOST COMMONLY USED BY**

Mid-Size to Large Enterprise Recruiting Teams (1,000 - 10,000+ Employees)

#### IN THESE INDUSTRIES

Healthcare

**Telecommunications** 

Retail

Logistics

RPO/Staffing

Hospitality

Manufacturing

#### **RECRUITING FOR**

Hourly Roles
Customer Facing Roles
Entry-Level Roles

**Drivers** 

Call Center Roles

Graduates / Interns

Administrative Roles



#### **Cost Saving**

Qualifi delivers high value to recruiting teams while remaining a more cost-efficient solution compared to other enterprise alternatives.



#### **Audio First (Not Video)**

Qualifi is the most advanced audio-based screening solution. They chose audio because video screening lends itself to being a biased method of selection.



#### **Candidate Experience**

98% of candidates rate their experience with Qualifi as positive, and candidate response rates tend to be higher than video interviewing.

#### **CONSIDERATIONS**



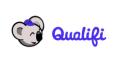
#### **No Video Screening**

While Qualifi does offer video interviewing, its screening solution is entirely audio-based. Studies show that audio screening is a more effective and equitable method of screening candidates.



#### **Limited Al**

Qualifi's intelligence features do not disposition candidates, but rather help you identify top candidates faster.





The ease of use, the amount of time that it saves my recruiter, and the ability to do interviews at the convenience of the potential candidate.

Director of Recruiting & Operations Enterprise (> 1000 emp.)



As Qualifi works for us in the background, it takes a conscious effort to stay on top of the process. Think of having a self-driving car, but it's still unsafe to fall asleep in the driver's seat.

Director of Talent Acquisition Mid-Market (51-1000 employees)



**About Spark Hire** 

Spark Hire is an easy-to-use video interviewing platform that makes the hiring process more accurate, collaborative, and enjoyable for everyone involved. They also offer features such as interview scheduling software and an outbound video messaging tool.

#### **MOST COMMONLY USED BY**

Small to Mid-Size Recruiting Teams (1 - 1,000 Employees)

#### IN THESE INDUSTRIES

Administrative
Healthcare
Education
Hospitality

#### **RECRUITING FOR**

Blue Collar Roles Healthcare Roles Teaching Roles



#### Cost

SparkHire is a low-cost solution, as they are focused primarily on small to medium-sized businesses. This accounts for their self-serve nature and limited feature sets.



#### **Candidate Support**

SparkHire offers a user-friendly support function for candidates when they have trouble completing their interviews.



#### **Merger with Comeet**

SparkHire recently merged with Comeet, a low-cost ATS, allowing their system to seamlessly integrate into that specific ATS.





#### **Video Only**

Not all candidates are comfortable being interviewed via one-way videos. This can lead to slower response times and lower response rates.



#### No Al

SparkHire does not use any AI to help the recruiter determine best-fit candidates. This could make their process less efficient.





Spark Hire has replaced our initial phone screen process and saved our Recruitment Resource Partners a lot of time in screening candidates for first-round interviews.

User in Higher Education Enterprise (> 1000 emp.)



It's an average program at best. I'd love to see an easier way to change your questions in the question banks.

Talent Acquisition Manager Enterprise (> 1000 emp.)



#### **MOST COMMONLY USED BY**

Small to Mid-Size Recruiting Teams (1 - 1,000 Employees)

#### **About Vid Cruiter**

VidInterviewing by VidCruiter is an advanced video interviewing platform. Their system offers pre-recorded and live video interviewing that can be customized to meet any recruitment scenario and has helped companies of all sizes find better quality applicants in a faster and more cost-effective way.

#### IN THESE INDUSTRIES

K-12
Admissions
Contact Centers
Public Sector
Manufacturing

#### **RECRUITING FOR**

Teaching Roles
Students
Hourly Roles
Customer Service Roles



#### Reporting

Receive instant visualizations on any question through an ML-powered engine and configurable dashboards.



#### Security

Like most platforms on this list, Videruiter has tightened security standards and constantly monitors product safety.



#### **Support**

Videruiter offers a user-friendly support function for candidates, as well as support for recruiters when they run into issues.

#### **CONSIDERATIONS**



#### **Lack of Text Features**

Candidates are invited to interviews via email. The majority of candidates today would prefer to engage with their phone via text messaging.



#### **Heavy Lift**

Your recruiting team will have to build everything from scratch, which is time consuming. Many reviews reference the user interface being unintuitiative.





VidCruiter is very customizable and brandable, so the site's use, look, and feel, are cohesive and work together.

User in Higher Education Small Business (50 or fewer employees)



Limited AI technology. Not super intuitive as a recruitment system.

User in International Affairs Enterprise (> 1000 emp.)

# **Compare Automated Interview Solutions**

	Qualifi	ModernHire	HireVue	SparkHire	VidCruiter
Pricing	Starting at \$10,000	Starting at \$30,000	Starting at \$34,000	Starting at \$6,000**	Starting at \$15,000
Ease of Use	4.9/5 star rating on G2 due to the platform's user experience	Most G2 reviews mention complex navigation of the platform	Most G2 reviews mention a confusing user experience	"Difficult to use, the interface wasn't user friendly and is extremely expensive." - G2 Reviewer	"VidCruiter is too complex, too many options & variables." -G2 Reviewer
Screening	Text/Audio for a flexible, DEI- friendly experience	Text/Audio/Video	Text/Video	Video-Only	Video-Only
Integrations	Connection to >50 ATSs + custom integrations	15 pre-built	12 pre-built	43 pre-built	15 pre-built
Scheduling	S	Ø.	Ø	Q	e/
Live Video Interviewing	V	Ø.	V	V	V
Mergers & Acquisitions	Well-funded & growing quickly	Recently acquired by HireVue	Recently acquired Modern Hire	Recently merged with Comeet	Privately Held
Simplicity	Streamlines your process without products you won't use	Adds complexity to your process with 6 tools	Burdens users with a steep learning curve and confusing navigation	Messy interview creation and candidate "pressure" settings lengthen the process	Creates customer proposals with its 7 products, leading to longer timelines
Self-Serve Tour	Try it Yourself	No Tour Available	No Tour Available	No Tour Available	No Tour Available
Product Updates	Continuous updates every month	Minimal product updates & recently acquired	Product updates typically come in the form of acquiring tools	Minimal product updates as SparkHire completes its merger	Infrequent product updates

	Qualifi	ModernHire	HireVue	SparkHire	VidCruiter
Interview Quality	Crisp audio using Wi-Fi or cellular connection	"iPhone users are usually unable to connect to interviews." -G2 Reviewer	One-way video is "blurry" and "video quality suffers a lot." -G2 Reviewer	Video-only demands stronger internet connection	Video-only demands stronger internet connection
Candidate Experience	Audio-only screening puts more focus on the answers and less stress on the candidates	Candidates experience is complicated from additional products forced on them	One-way video is less flexible & can scare away candidates	One-way video is less flexible & can scare away candidates	Candidates experience is complicated from additional products forced on them

<sup>\*\*</sup>SparkHire pricing is restricted to 10 job positions, not condusive for high-volume hiring



# Enterprise Interview Automation Powered by Qualifi

The right candidates for your organization identified at lightning speed.

Use Qualifi to save money in your technology stack, and keep recruiters focused on higher-value work.

"Qualificut down our interview times by 20 minutes per candidate resulting in a 44% decrease in interview time. Now, our application review process is more efficient, and we get a better perspective of the candidates."

> Calista Rihm Human Resource Manager, Reid Health

> > **Learn More**