



Qualifi

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

This guide provides an objective overview of automated interview solutions that help recruiters screen candidates more effectively. It includes a breakdown of 6 top solutions, their features, limitations, and potential target users

*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 AI 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

KEY DIFFERENTIATORS



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.

HireVue



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.)

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.



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 make hiring more effective, efficient, ethical, and engaging.

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

KEY DIFFERENTIATORS



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.

 Modern Hire



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 employees)

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 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 text-enabled 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

KEY DIFFERENTIATORS



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.



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)

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 AI

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



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

KEY DIFFERENTIATORS



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.

CONSIDERATIONS



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 AI

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.)



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.

MOST COMMONLY USED BY

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

IN THESE INDUSTRIES

K-12
Admissions
Contact Centers
Public Sector
Manufacturing

RECRUITING FOR

Teaching Roles
Students
Hourly Roles
Customer Service Roles

KEY DIFFERENTIATORS



Reporting

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



Security

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



Support

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

Vid Cruiter



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.)

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 unintuitive.

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	✓	✓	✓	✓	✓
Live Video Interviewing	✓	✓	✓	✓	✓
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

**SparkHire pricing is restricted to 10 job positions, not conducive 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.

“Qualifi cut 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

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