The rise of video interviewing

ADP Marketplace

Video interviews have become a popular, and even an expected, part of the modern recruitment process. It's no surprise so many recruiters and hiring teams have brought their recruiting efforts online with the rest of their work day.

The use of video interviews increased by **159%** between 2019 and 2020.[1]

At the beginning of the pandemic, there was a **67%** spike in video interviewing.[2]

In spring 2020, **86%** of organizations relied on virtual interviews to hire candidates.[3]

Why video interviews are better than resumes and phone interviews

Video interviews allow hiring teams to understand more about job applicants much sooner in the recruitment process.

Body language sometimes speaks even louder than interview responses! According to UCLA research:[4]

7% communication comes from words.

38% comes from tone of voice.

55% comes from body language.

During a one-minute face-to-face interaction, we can exchange up to 10,000 nonverbal cues.[5]

Video interviews are quick and provide a positive candidate experience. Conducting interviews directly through the ADP Workforce Now® Recruitment module with VidCruiter can accelerate your time to hire, helping reduce costs and respect everyone's time.

Each job vacancy costs the average company **$500** a day.[6]

Organizations that invest in a strong candidate experience improve the quality of their new hires by **70%.**[7]

Unsuccessful job applicants are **80%** more likely to apply again if they had a positive candidate experience.[8]

VidCruiter integrated with ADP Workforce Now

VidCruiter's integration with the ADP Workforce Now Recruitment module makes it easy to schedule and conduct interviews — right from your ADP® dashboard. Plus, sync candidate data between platforms, saving you valuable time on duplicate data entry.

Learn more on **ADP Marketplace**.

About ADP Marketplace

ADP Marketplace is a digital HR storefront that allows you to discover, try, buy and implement easy-to-use apps that automatically integrate and securely share data between your HR systems, all with the simplicity of single sign-on, single data input and single billing.

With the freedom to select the software solutions that enhance your HR tech stack, you get easy access to ADP® and third-party solutions that work together to provide you with a simple, modern HR experience.

Learn more at apps.adp.com

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