

Hire★Vue

# BUYER'S GUIDE

HOW TO FIND THE RIGHT SOFTWARE  
FOR YOUR TALENT ECOSYSTEM

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## HOW TO FIND THE RIGHT SOFTWARE FOR YOUR TALENT ECOSYSTEM

### EXECUTIVE SUMMARY

Recruiting is no longer a simple, linear process of sourcing, hiring, and onboarding. No, today's talent landscape has evolved into more of a talent ecosystem, where hiring teams find themselves selling their employee brand and company culture to both prospective and existing employees at all times.

To compete in today's labor market, successful talent teams are focusing on a far more complex pool of talent than in years past—one full of both traditional and nontraditional workers who have access to more options than ever before. Unlike just a decade or two ago, hiring teams are competing for talent

with companies not only in their local market, but all over the world. And therefore, an effective talent ecosystem requires talent teams to shift how they find talent, and also how they nurture it.

But how do talent teams do this efficiently—especially when many traditional hiring systems are focused on process, not potential?

Start here: know and understand the hiring technology that you're buying. But with so much technology clutter, how can you decipher between top-notch and subpar hiring technology?



## EXECUTIVE SUMMARY

At HireVue, we recognize the impact that our hiring software has on individuals and on the society in which we live. We act upon this responsibility with deep commitment. That's why we're fully committed to the science, research, and regulation of ethical AI—ensuring that talent teams can unlock the full potential of their talent ecosystems.

In this guide, we'll answer your most pressing questions and give you the information you need to know to choose the right hiring solution for your company.

# AI'S ROLE IN HIRING

Hiring technology has recently taken a big leap forward with the emergence of generative AI. It provides powerful data that supports smarter hiring decisions and is an integral part of the labor market's rapid evolution in the way people work.

While the best AI platforms can help quickly identify qualified candidates, it's critical to ensure these vendors are continually committed to ethical use and have a human-centered focus throughout. Speed matters, but speed alone will not find quality candidates. To truly uncover quality candidates, talent teams need to strike the right balance between efficiency and ethical hiring practices.

Consider how a vendor's AI impacts different aspects of the hiring process.





## COMPLIANCE WITH REGULATIONS

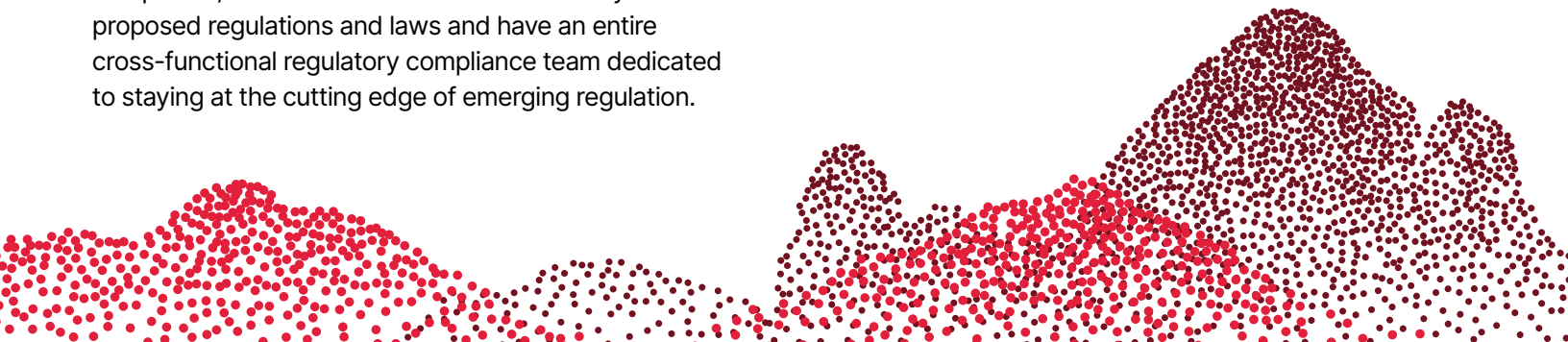
With the increasing adoption of AI, there's growing concern about bias, privacy, and transparency. Vendors can ensure responsible and accurate AI use by adhering to relevant laws and regulations.

**HIREVUE'S STANCE:** Even though AI is being introduced into many different areas of our lives, existing laws still apply. Particularly in the US, laws against discrimination in hiring have been in place for decades, and AI does not give anyone a free pass to break them. HireVue believes that an ongoing engagement with stakeholders is the key to creating sensible legislation that protects candidates, companies, and innovation. We also continually monitor proposed regulations and laws and have an entire cross-functional regulatory compliance team dedicated to staying at the cutting edge of emerging regulation.

## IO SCIENCE AND AI

Hiring tech should be grounded in IO psychology, which focuses on understanding human behavior to improve employee selection and ensure an effective, fair, and ethical process.

**HIREVUE'S STANCE:** HireVue believes that algorithms should be highly controlled and tested by experts (IO Psychologists and Data Scientists) throughout the entire lifecycle of the model. That's why we regularly check our AI models to mitigate bias and help make hiring more fair.



## DATA SECURITY AND PRIVACY

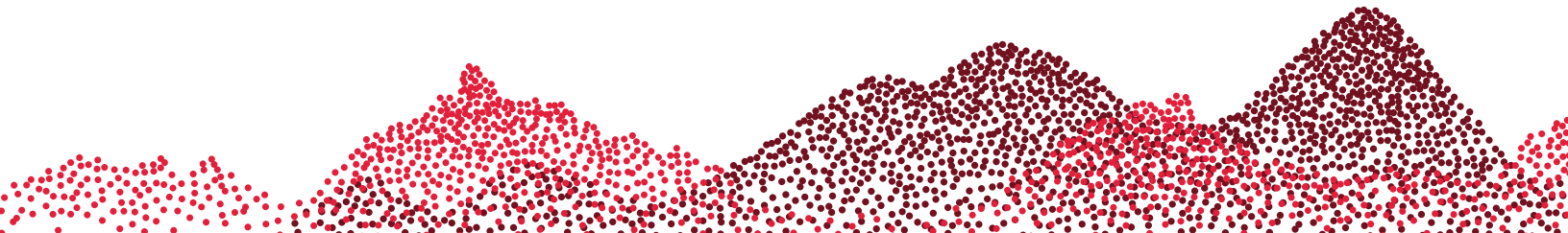
Vendors should ensure that robust security measures and privacy protections are in place. Not only does it safeguard information and uphold ethical standards, but it also complies with regulations like GDPR and CCPA.

**HIREVUE'S STANCE:** HireVue employs dedicated information security teams, training, and technology to protect your data and keep your brand safe. We go through several recurring independent third-party audits for security standards, are fully GDPR compliant, and meet rigorous security standards such as FedRAMP, SOC 2 Type 2, ISO/IEC 27001:2013.

## TRANSPARENCY AND FAIRNESS

AI companies should have transparent explainable processes, provide 3rd party audit results, and have an AI Explainability Statement to demonstrate fairness. Additionally, they should follow the high standards of EEOC's Uniform Guidelines to mitigate bias.

**HIREVUE'S STANCE:** HireVue has commissioned independent audits of our technology. We also provide the industry's first [AI explainability statement](#), which offers transparent, easy-to-understand information regarding HireVue technology and the processing of personal data.



## COMPREHENSIVE AUDITS

Comprehensive audits are thorough evaluations designed to assess the performance, fairness, and compliance of AI-powered recruitment tools. Vendors should have regular audits of their hiring tools in place.

**HIREVUE'S STANCE:** HireVue rigorously audits our software to ensure that we meet or exceed the highest standards for employment law. We also have an internal compliance team that monitors and participates in the creation of new legislation.



# QUESTIONS TO ASK THE VENDOR:

How do you ensure that candidate data within your platform is safe and secure?

Is your hiring platform compliant with data protection regulations?

How does your software help and prevent bias in hiring?

Do you have case studies that show improved diversity in hiring?

What guidelines or principles does your company follow to ensure responsible AI use?

How do you test your AI models for bias and fairness before deploying them?

In addition, vendors should be able to easily explain how their technology works in a way that is easy to understand.



# AI TOOLS & FEATURES

Effective hiring AI helps talent teams streamline the recruitment process, quickly identify top candidates, helps reduce bias, and match skills for current and future positions.

HireVue Human Potential Intelligence provides AI-driven technology specifically designed to assess the skills and competencies that best predict success. Our solutions marry speed and quality—so teams are empowered to make smarter hiring decisions.



## ASSESSMENTS

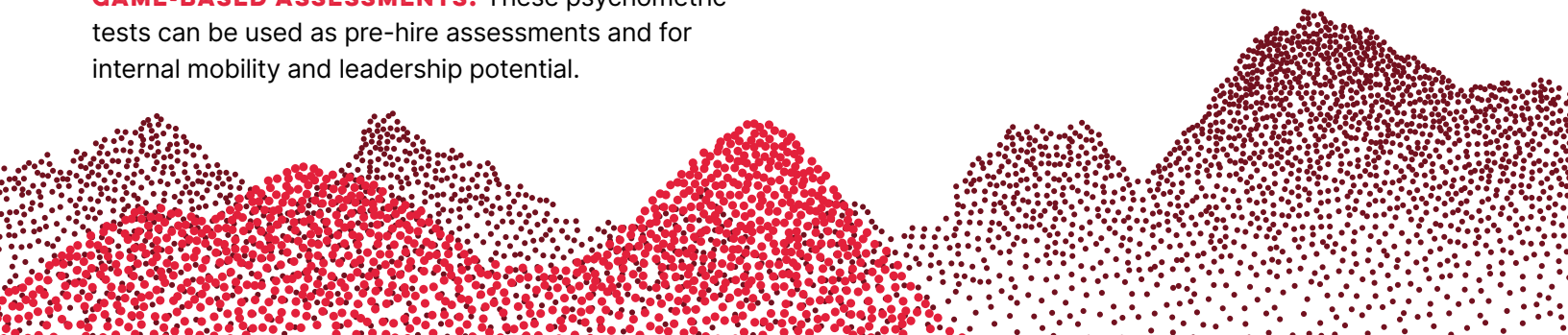
Instead of slotting employees for a fixed position, today's talent teams are designing jobs around people. Using assessments, talent teams identify skills and potential that will build a high-performing workforce for today and tomorrow. HireVue offers a variety of assessments—each designed and validated to measure a different aspect of job fit.

**INTERVIEW ASSESSMENTS:** Our candidate assessment software will help you combine the interview and skills assessment into a single, unified experience that can be completed in less than 20 minutes.

**GAME-BASED ASSESSMENTS:** These psychometric tests can be used as pre-hire assessments and for internal mobility and leadership potential.

**CODING CHALLENGES:** This assessment features a coding test screening platform that measures the technical skills needed for the role—giving recruiters confidence that the candidates they advance to the hiring team are the most qualified for the job.

**LANGUAGE SKILLS:** These pre-screen assessments empower hiring teams to effectively evaluate critical language proficiencies such as reading, writing, listening, and speaking at scale.

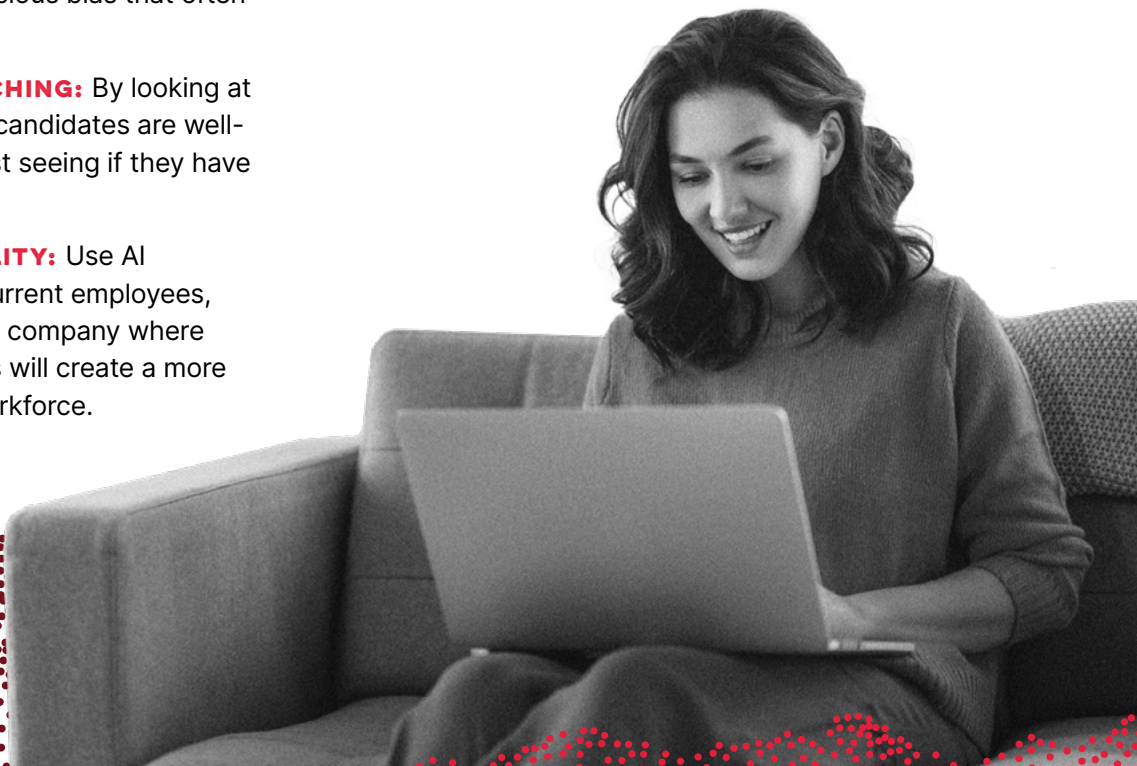


## BENEFITS OF AI ASSESSMENTS

**OBJECTIVE EVALUATIONS:** AI assessments evaluate candidates based on skill, qualification, and potential—reducing unconscious bias that often seeps into hiring decisions.

**IMPROVED CANDIDATE MATCHING:** By looking at skills, AI assessments can tell if candidates are well-suited for the position versus just seeing if they have done the job previously.

**INCREASED INTERNAL MOBILITY:** Use AI assessments to evaluate your current employees, finding opportunities within your company where they can grow and develop. This will create a more dynamic, agile, and engaged workforce.

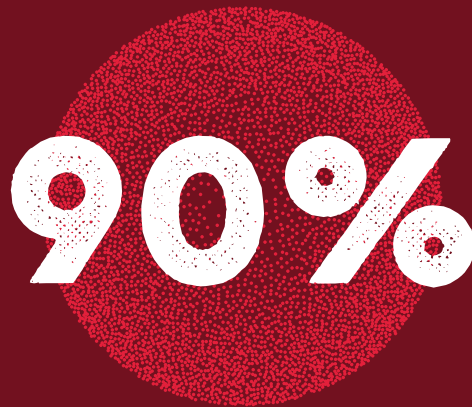


## BENEFITS OF AI ASSESSMENTS

HireVue offers options for everyone, no matter what stage of the AI-driven process teams are in. For teams not quite ready to leverage AI to help with assessments, we have options.

**VIRTUAL JOB TRYOUTS:** This science-based assessment engages candidates in job-relevant exercises, helping candidates and talent teams understand if they have the right skills for the job.

**FIND MY FIT:** These pre-application assessments quickly identify candidates' interests, work styles, preferences, and history and compare them to your organization's opportunities. This exposes candidates to all the roles they could fit, ensuring they aren't limited to traditional roles they've always applied for.



90%

**LEARN HOW THE CO-OPERATIVE BANK SAW A 90% REDUCTION IN BIAS AND A 50 / 50 HIRING SPLIT FOR GENDER ACROSS ALL LEVELS OF THE BUSINESS WITH HIREVUE ASSESSMENTS.**



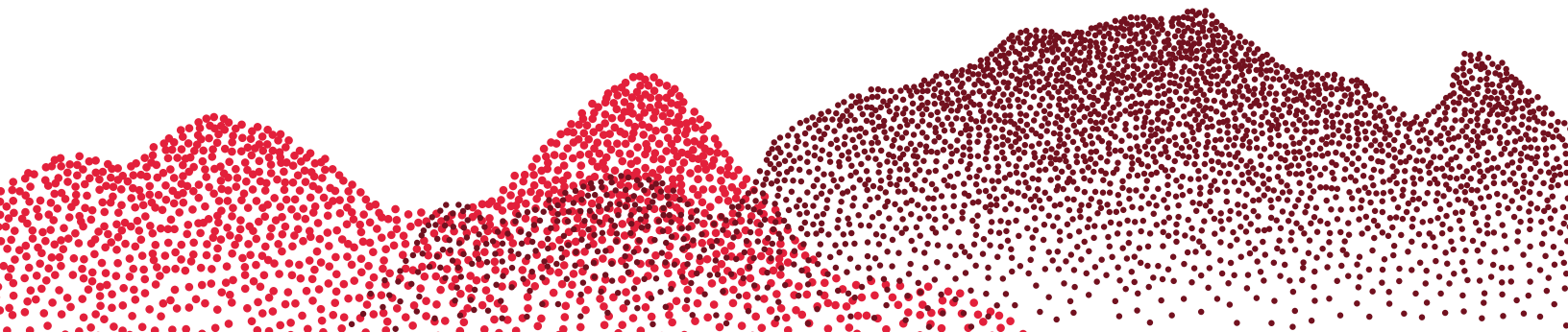
## ENGAGEMENT

Engaged candidates are more likely to feel valued and stay motivated throughout the hiring process. In return, it leads to better hiring outcomes and a stronger employer brand. HireVue solutions allow talent teams to provide timely communication, feedback, and continuous engagement so processes move seamlessly and candidates feel seen and heard.

**HIRING ASSISTANT:** Automatically start conversations with candidates, helping them unlock potential by presenting all roles that fit their skills.

**TEXT RECRUITING:** Don't lose candidates due to poor communication. Engage or re-engage your talent pool in seconds with text recruiting. Keep candidates in the loop by communicating when they're most available.

**INTERVIEW SCHEDULING:** Automatically invite candidates to the next step of the hiring process, allowing them to easily self-schedule and reschedule interviews on their own time.



## BENEFITS OF AI ENGAGEMENT

**ALWAYS-ON COMMUNICATION:** AI communication operates around the clock, communicating with candidates when they're most available.

**FASTER HIRING:** Say goodbye to phone and email tag and accelerate your hiring.

**MORE TIME FOR HIGH-VALUE TASKS:** Now that candidate communication is automated, talent teams have more time to focus on building relationships with candidates.



74%

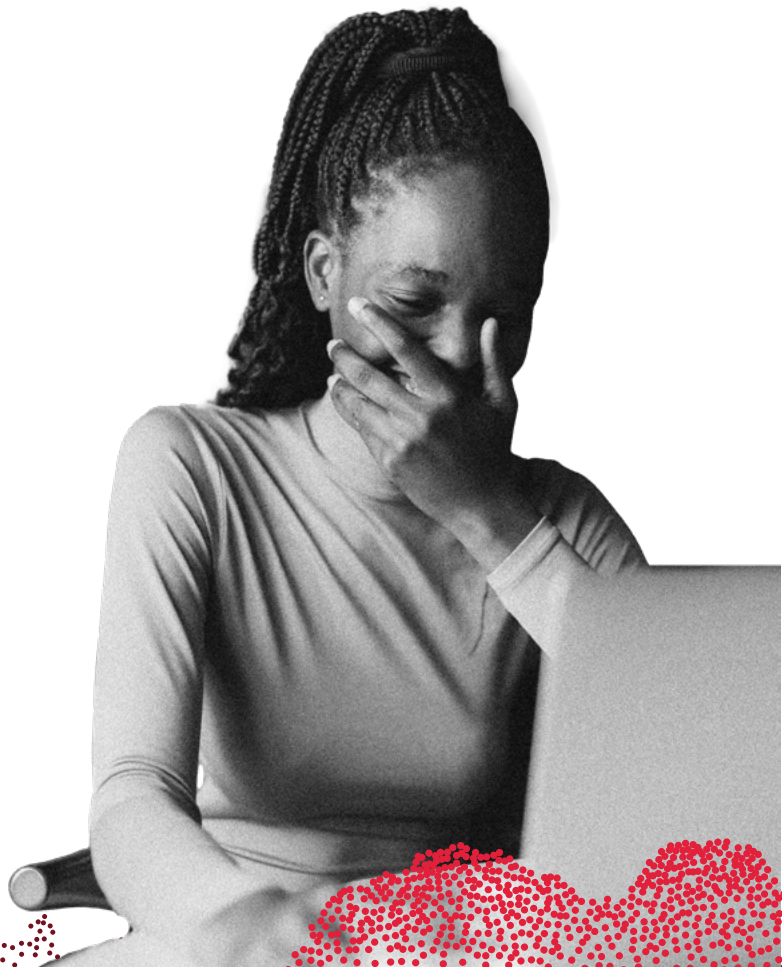
**LEARN HOW BLACK ANGUS STEAKHOUSE SAW  
A 74% RESPONSE RATE AFTER INCORPORATING  
TEXT RECRUITING.**

## INTERVIEWS

Prepping for and giving interviews can take up a big chunk of time. HireVue offers solutions that will remove the hassle of manual efforts from your plate so you can focus on choosing the right people, fast.

**STRUCTURED INTERVIEW BUILDER:** Instead of spending hours writing interview questions or asking ChatGPT for help two minutes before an interview, access HireVue's library of validated behavior-based questions, templates, and evaluation guides for any role at any level. Candidates will be assessed consistently and you'll save time.

**VIDEO INTERVIEWING:** Give your candidates the ability to interview anytime, anywhere. With access to job-specific interview content—vetted and maintained by IO psychologists—you can automatically create virtual interviews in just minutes.



## BENEFITS OF STRUCTURED INTERVIEWS

**CONSISTENT EVALUATION:** Ensure that every candidate is asked the same questions and evaluated using the same criteria, reducing the potential for bias and ensuring a fairer assessment process.

**SAVED TIME:** AI can help assess preliminary interviews, freeing up recruiters to focus on candidates who advance to later stages. This speeds up the hiring process and reduces the time-to-fill for open positions.

**WIDER TALENT POOL:** AI's ability to interview candidates at scale allows organizations to consider a more diverse range of applicants, including those from different geographical locations or underrepresented groups.

**AI SCORING:** AI-scoring algorithms provide stack-ranking of candidates for quicker, fairer evaluation.



30%

**LEARN HOW CATHAY PACIFIC AIRLINE SAW A  
30% INCREASE IN INTERVIEW ATTENDANCE.**



# USER EXPERIENCE

## FOR CANDIDATES

**FASTER FEEDBACK:** With consistent communication, candidates will always be in the loop—helping them remain engaged and motivated from start to finish.

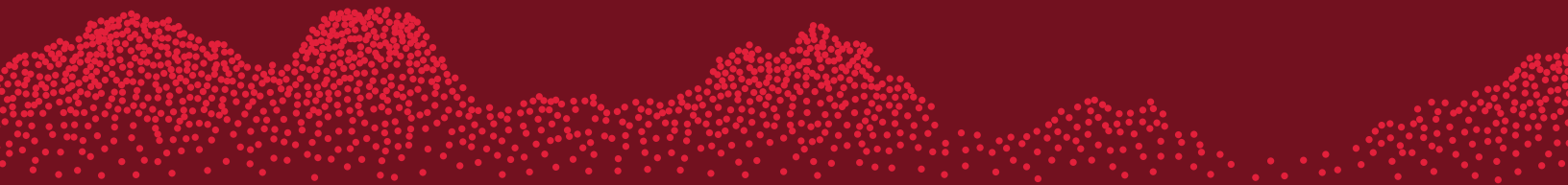
**FAIRNESS:** Candidates will be evaluated on skills rather than background, interests, or demographics. This reduces human bias and gives every candidate a fair chance.

**TRANSPARENCY:** When done correctly, AI tools will help candidates clearly understand how they're being evaluated and what steps they need to take.

**CONVENIENCE:** AI-powered platforms are more accessible and work around the candidates' availability—allowing them to move along the process at their own pace.

**GROWTH:** AI can match candidates to roles that align with their skills and potential—helping them grow and meet their goals within one company.

**EASE OF USE:** No need to download apps or create usernames/passwords. Plus, candidates won't have to repeat steps for other roles within the same company.



# USER EXPERIENCE

## FOR RECRUITERS

**INCREASED EFFICIENCY:** AI automates repetitive, manual tasks like scheduling interviews, allowing recruiters to focus on creating relationships instead.

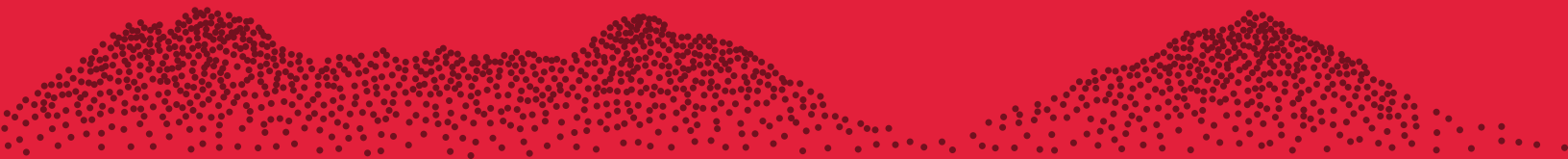
**ENHANCED CANDIDATE MATCHING:** AI can quickly sift through candidate skills, identifying the best candidate for the role in just minutes.

**REDUCED BIAS:** AI tools evaluate all candidates the same way, reducing unconscious bias in hiring and leading to a more diverse workforce.

**SCALABILITY:** AI enables talent teams to get more done in less time, making it easier to handle a high volume of applicants without sacrificing quality.

**IMPROVED EMPLOYER BRAND:** AI allows prompt engagement with candidates, keeping them in the loop at all times and helping them feel seen and heard. In turn, a great candidate experience boosts the employer's brand.

**INTERNAL MOBILITY:** AI assessments can, and should, be used to look at people internally, not just externally. It gives current employees the opportunity to develop new skills, advance their skills, and grow within the walls of your company.



# INTEGRATION

Your ATS and CRM are a valuable part of your hiring process. However, when seamlessly integrated with a robust hiring platform, they can significantly enhance your hiring power. By consolidating your tech stack, you'll gain a talent ecosystem that covers every stage of the hiring process—from sourcing to employee development.

Ask yourself two questions when searching for hiring AI that will integrate with your current tech stack.

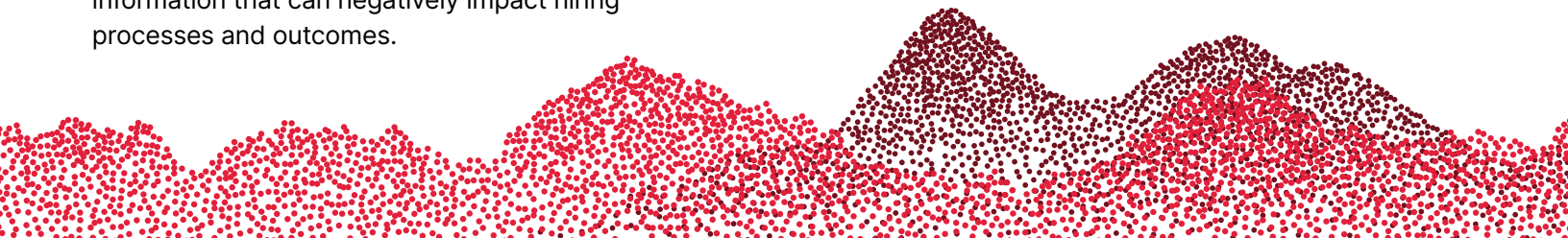
## **1. DOES THIS TOOL INTEGRATE WITH YOUR CURRENT HIRING SYSTEMS, LIKE YOUR ATS OR CRM?**

Strong integrations prevent silos and isolated information that can negatively impact hiring processes and outcomes.

## **2. IS THERE A WAY TO CONSOLIDATE YOUR TECH STACK WITHOUT SACRIFICING PERFORMANCE?**

You want your tech stack to flow seamlessly. Rather than trying to patch several hiring tools together, find one robust hiring platform that meets multiple needs—and does it well.

Strong, seamless integrations create an HR tech ecosystem that works. From your candidate network to your ATS to your video interview software, it all needs to collaborate effectively. HireVue integrates seamlessly into your current HR tech stack, allowing you to reduce redundancies, minimize administrative data input, and hire faster.



# MEASURING SUCCESS

Most organizations are overwhelmed with data, finding it difficult to access or understand. When looking at hiring software, ensure it will help make more informed decisions and improve hiring strategies over time.

Hirevue's easy-to-use reporting system provides actionable insights in real time. With multiple filtering options, you can drill down into many areas of your candidate funnel to easily identify any issues or roadblocks. HireVue's insights answer questions like:

**HOW MANY CANDIDATES ARE IN THE QUEUE WAITING TO BE REVIEWED FOR JOBS?**

**WHAT IS THE AVERAGE TIME IT TAKES CANDIDATES TO COMPLETE ASSESSMENTS?**

**WHAT PERCENTAGE OF CANDIDATES DROP OFF BETWEEN INVITATION AND STARTING THE INTERVIEW OR ASSESSMENT?**

**WHICH RECRUITERS HAVE THE HIGHEST RESPONSE RATES?**

In addition, HireVue analytics provides post-implementation data, including statistics around quality improvement, turnover, candidate experience, job performance, and DEI initiatives—supporting the business case for HR tech.





# COST INVESTMENT

Hiring technology comes in all shapes and sizes, and, as a result, comparing prices is not always apples-to-apples. As you evaluate options, it's important to not only look at the sticker price but also at the value provided by the technology and how it aligns with your specific needs. When you're ready to evaluate costs, start by asking these questions:

**DOES THE SOLUTION MEET MY NEEDS?** Before evaluating different solutions, determine where you need the most hiring help.

**IS THE VENDOR REPUTABLE?** Try to stay clear of vendors who raise red flags and might become obsolete in the future. While you hope it won't happen, evaluate risks associated with choosing budget vendors that may delay deployments, are building as they go, or pose potential security risks.

**AM I GETTING THE BEST VALUE FOR MY INVESTMENT?** Keep in mind, while many HR tech services look the same on the surface, in reality, they vary widely in quality and don't offer end-to-end solutions that you can add as you grow.

**WHAT'S MY ROI?** Assess both the tangible and intangible benefits that hiring technology brings to your talent process and compare them to the overall costs of software.

**WILL THE SOLUTION SCALE WITH MY ORGANIZATION?** Find hiring technology that provides add-on services to boost your hiring as you grow.

**CAN THIS VENDOR RELATIONSHIP TURN INTO A COLLABORATIVE PARTNERSHIP?** While it can't be measured, working with a strategic partner is far more valuable than a vendor. Find a partner who will be your strategic advisor and is invested in your success.



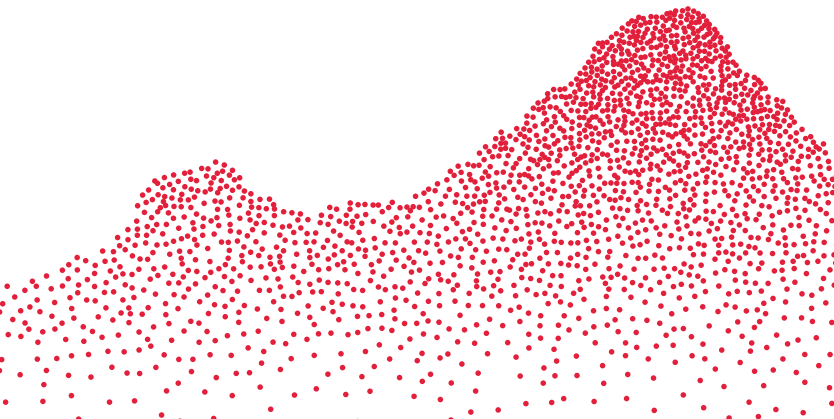
## PROVEN HIREVUE ROI

By just hiring 10 high-scoring candidates instead of 10 low-scoring candidates, one customer made \$1,776,000 additional sales per year.

By incorporating the Virtual Job Tryout<sup>®</sup>, one service customer saw \$550,000 in savings due to the impact of a 90-day turnover reduction.

"Hiring was really time consuming. I often had to get involved with non-stop interviews from nine o'clock in the morning until six in the evening. It takes so much time and normally you can sense from the first two minutes if the candidate is a good fit. We realized that we really needed to find a more efficient way. HireVue immediately saved us 2 – 4 hours per recruiter per day, we now have free time to focus on daily activities and internal cultural development plans. We have the flexibility to hire at our own pace and in our own time. This is great for the hiring managers because the more people you have to involve in the recruitment process the harder it is to organise."

**MARA STEINBERGA, CHIEF OF PEOPLE & CULTURE, SMARTLYNX AIRLINES**



# CONFIGURATION AND SUPPORT

Purchasing hiring AI should not be a one-time transaction. You want a vendor that provides continuous configuration and support, ensuring that your software always meets your needs and operates smoothly.

When choosing a vendor, find out the services they provide after you purchase their software:

**DO THEY PROVIDE TRAINING?** The vendor should offer comprehensive training sessions for all users.

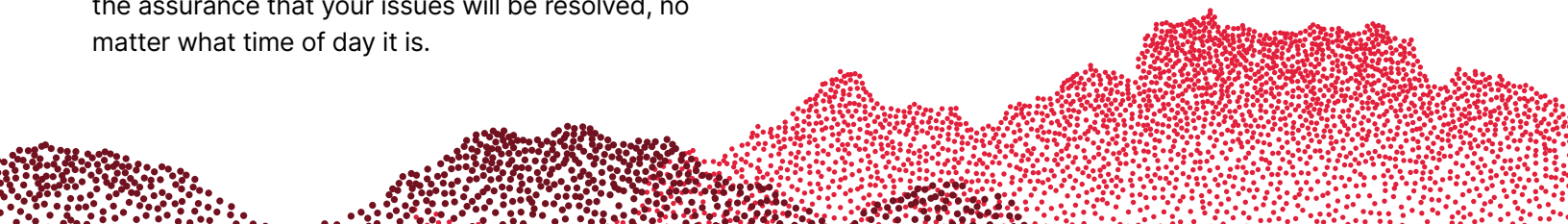
**DO THEY OFFER ONGOING SUPPORT?** Make sure support isn't limited to business hours. You want the assurance that your issues will be resolved, no matter what time of day it is.

## **DO THEY PROVIDE REGULAR UPDATES?**

The vendor should provide regular updates on the technology, including new features, enhancements, and security patches. These updates should be communicated in advance and your system should be automatically or easily updated.

## **DO THEY OFFER ISSUE RESOLUTION?**

Ensure the vendor has a clear and efficient process for reporting and resolving issues. To avoid future issues, they should be proactively monitoring for potential problems.



# QUESTIONS GUIDE

Here are a few questions to help guide you as you compare HireVue to HR tech vendors. While it's not a comprehensive list, it's a great place to start.

## ARTIFICIAL INTELLIGENCE

**Q: DO YOU AUDIT YOUR ALGORITHMS FOR ADVERSE IMPACT?** The answer to this question should be yes. If algorithms are being used to help inform hiring decisions, the hiring tool must be constantly checked and updated to ensure different groups of people aren't experiencing different outcomes.

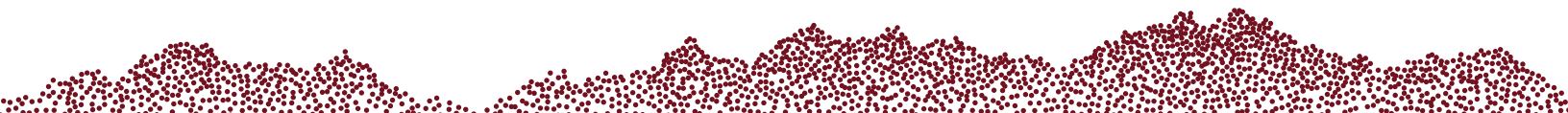
**Q: HOW DO YOU MINIMIZE BIAS IN YOUR AI?** The company should be transparent and explain what tools and measurements are used to minimize bias. But, you should look for proof. A third-party audit with published research is a good resource. Also, ask to meet with both an organizational psychologist and data scientist from the vendor you are interacting with to learn how bias is mitigated in algorithms.

### **Q: WHAT IS YOUR STANCE ON AI ETHICS?**

Look for a company that recognizes they have more responsibility than their bottom line. Hint: Any AI company you evaluate should have ethical AI principles. Ask to read them and see their commitments to the ethical use of AI.

### **Q: WHAT DATA SECURITY AND PRIVACY MEASURES ARE IN PLACE?**

Make sure the company you choose takes this seriously. Having robust data security and privacy measures in place will protect sensitive information, comply with legal requirements, maintain trust, manage risks, and fulfill ethical responsibilities.



# QUESTIONS GUIDE

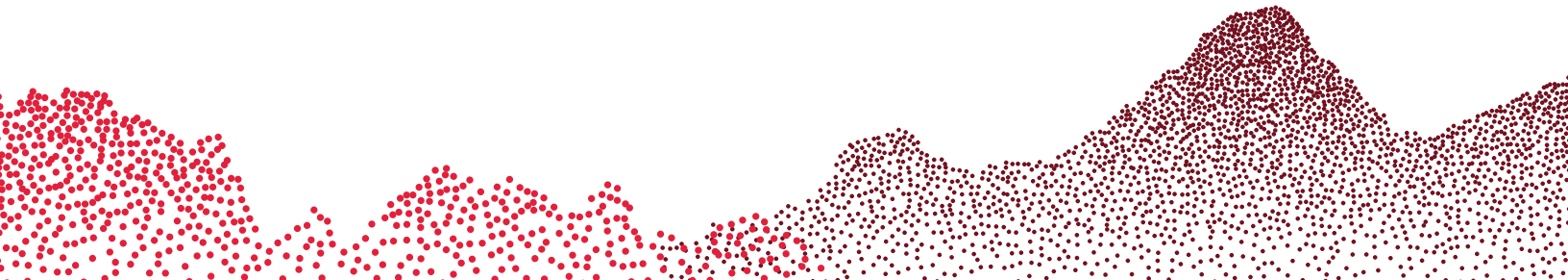
## ASSESSMENTS

### **Q: HOW DO YOU DETERMINE ASSESSMENT**

**QUESTIONS?** Creating interview questions isn't as easy as it sounds. Candidates who are neurodiverse may interpret a question differently than those who are neurotypical. Look for an IO psychology team that first ties questions to job-related competencies and a data scientist team that mitigates biased outcomes.

### **Q: WHAT DATA DO YOU USE TO IDENTIFY AND**

**EVALUATE CANDIDATES?** Only data that is a high predictor of job performance should be evaluated. Predictors of job performance are captured during a job analysis which HireVue performs for each assessment. There are some commonly known, highly biased data points like names that are filtered out of algorithms, but there are others to be wary of, too. Education grades and postal codes are also frequently used to screen out candidates even though both are not strong predictors of performance and can have significant adverse impacts on underrepresented groups.



# QUESTIONS GUIDE

## VIDEO INTERVIEWING

**Q: WHAT IS YOUR UPTIME?** Partner with a platform that won't disrupt your hiring process. From time to time, software issues will arise, but make sure they are typically resolved within seconds or minutes.

**Q: WHAT TYPE OF CANDIDATE SUPPORT DO YOU OFFER?** The hiring process is stressful enough for candidates without technical hiccups that are hard to solve. Look for a partner that offers 24/7 support and extensive resources if your candidates have technical questions or want to get familiar with a platform before interviewing.

**Q: DO CANDIDATES NEED TO DOWNLOAD AN APP OR SPECIFIC BROWSER TO INTERVIEW?** Make it easy on candidates by choosing a partner that doesn't require downloads and is supported on multiple browsers.





# QUESTIONS GUIDE

## INTEGRATION

**Q: HOW DOES YOUR TECHNOLOGY INTEGRATE WITH OTHER EXTERNAL HR SYSTEMS?** This hiring solution should seamlessly integrate with other parts of your tech stack. This removes silos and allows you to manage all stages of hiring from one place.

## YOUR COMPANY

**Q: WHAT EXPERIENCE DO YOU HAVE WORKING WITH CUSTOMERS LIKE ME?** If leaders within your industry work with a vendor, it's worth seeing the type of results they've achieved that you can expect to see, and why their due diligence led to a partnership.

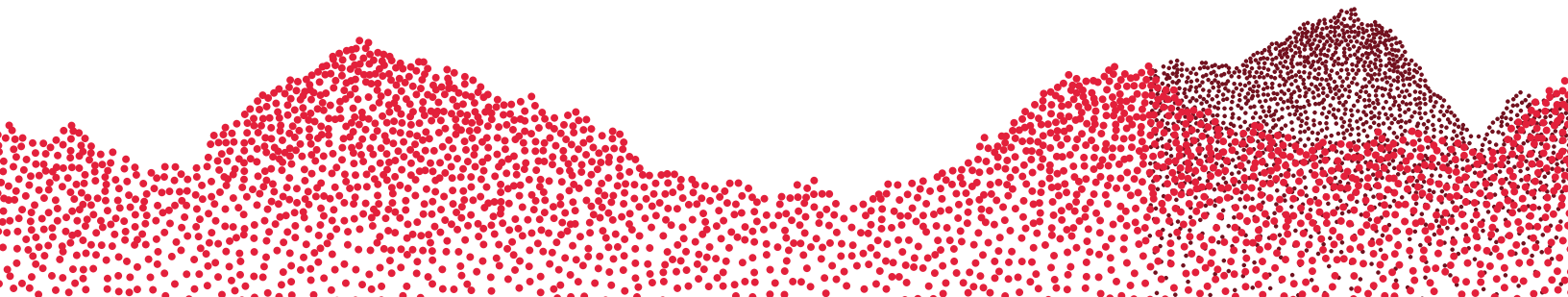
## VIRTUAL HIRING ASSISTANTS

**Q: CAN CONVERSATIONS BE MULTI-CHANNEL?**

Look for a hiring assistant that can move from webchat to text without missing a beat.

**Q: DO YOU USE CONVERSATIONAL AI?**

This will tell you if they have branch logic and your candidates will need to answer yes/no questions or if the chatbot can understand intent, such as understanding questions outside of the immediate workflow.



# QUESTIONS GUIDE

## ENTERPRISE CUSTOMERS

### **Q: DO YOU OFFER LANGUAGE SUPPORT**

#### **NECESSARY FOR AN ORGANIZATION OF OUR**

**SIZE?** Look for a global partner who can converse with candidates in their language of choice. HireVue is available in 41 languages in 180+ countries.

### **Q: ARE YOU ABLE TO HANDLE HIGH VOLUMES**

**AND SURGES?** Look for a partner with a proven track record of supporting enterprise organizations and handling application surges. You need a vendor that is equipped to scale on demand.

## CORPORATE CUSTOMERS

### **Q: ARE YOU ABLE TO GROW AS WE DO?**

Look for a partner who is flexible enough to expand as you do and also has a proven track record of handling hiring surges.



# WHY HIREVUE?

We think it's pretty simple. With faster, fairer hiring, we make your life and candidates' lives easier. And with a secure platform that integrates with your tech stack, you can have one seamless hiring ecosystem.

**GET A DEMO**

