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Video Cloud

HOW INSPIRING INTERNS STREAMLINED RECRUITMENT PROCESSES

📅 Dec 2, 2024

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SHORTER, FOCUSED PROCESSES INCREASE RETENTION RATES TO 85% AND DRIVE REVENUE GROWTH

There are few things more stressful than a job search — both for applicants and employers. For new graduates with limited work experience, finding that first job in a competitive market can be particularly difficult.

Inspiring Interns, the UK’s leading graduate recruitment agency, is disrupting the traditional hiring process by using video to transform a traditionally lengthy, impersonal ordeal, into a more effective hiring process. In 2009, Inspiring Interns introduced an innovative program anchored by the Video CV, a new concept designed to pair graduates in a more impactful and accelerated way. It is changing the way applicants interact with employers, leading to a better matching process and higher retention rates.

“Video sets our company apart from other recruitment agencies, and the experience sets applicants apart from the competition,” states Ben Rosen, Inspiring Interns’ CEO.

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...unication skills, professionalism, and passion.”

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VIDEO EXPEDITES THE DECISION-MAKING PROCESS

Over the past five years, Inspiring Interns has placed more than 5,700 graduates, with almost 85% receiving offers of full-time employment at the end of their internship. The agency credits the Video CV with matching the right applicant to the right job. Unlike a one-dimensional paper CV, video enables applicants to showcase their personality, to bring their strengths and skills to life and highlight the contribution they will make to the business. For most companies, hiring is a top priority, but there are risks associated with the traditional interviewing and hiring process. Inspiring Interns has demonstrated that those risks, such as losing a candidate, can be reduced by using video.

“

Brightcove Video Cloud forms the foundation of our program. We can upload new Video CVs quickly and clients can search our database easily by skills and

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Rosen also stresses the importance of video in shortening the decision-making process. Video CVs are helping employers eliminate screening interviews and move directly to final interviews, helping to make the entire process considerably quicker, with



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Video CV is about one minute in length, and Rosen says employers get a sense of the applicant. In contrast, it takes between two to four minutes to read through a paper CV to determine if an applicant is qualified. “With a Video CV, you can get an idea of the applicant’s personality and style and if they will fit into the culture of your organization,” states Rosen. “Employers have told us they hired people they might not have hired if they just considered their paper CV. But what they saw on video really impressed them.”

VIDEO ENABLES APPLICANTS TO CONTROL THE MESSAGE

At any given time, Inspiring Interns hosts approximately 500 Video CVs on its website. Each Video CV stays on the website until the agency places the applicant. Inspiring Interns provides applicants the option of filming their Video CV at home, on a laptop, tablet, or on their mobile device. They can also come to one of the Inspiring Interns production studios located in London and Manchester, UK, where their team produces 100 new Video CVs each week.

“Video CVs fit with the way Millennials communicate,” adds Rosen. “They use mobile devices and social media. Video makes applying for a job more immediate and personal. Plus, Video CVs encourage applicants to focus only on the jobs they are interested in, instead of applying to a multitude of jobs online or to jobs, which they are not. The Video CV helps drive the applicant to be more selective.”

Inspiring Interns uses Brightcove Video Cloud, the leading online video platform, to host videos on its website, social media pages, and in email marketing campaigns. Inspiring Interns posts a daily ‘candidate of the day’ on its LinkedIn page and posts links to its videos weekly on Twitter and Facebook. “We’ve seen great engagement across all platforms. A candidate that was hired after somebody saw her video CV on LinkedIn.”

“Brightcove Video Cloud forms the foundation of our Video CV program. It allows us to upload Video CVs quickly and easily, and clients can search our database easily. Brightcove easily scales to meet our peak demand period, from July through October, during the influx of applications from new graduates.”

The Brightcove platform also helps Inspiring Interns grow and incorporate video into all stages of the recruitment process. They are currently helping companies develop a video strategy to improve their recruitment process.

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...e a big shift in the way companies hire people, not jus
...o CV into a smorgasbord of content for a variety of p

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Today, more than 2,000 companies use Inspiring Interns, and the company is seeing 30% growth in revenue year over year. "We started this company solely as an online video recruiting model; this wouldn't have been possible without a reliable online video platform," concludes Rosen.

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