

Choosing your
**video assessment
provider and platform**

A best practice checklist to help you select the right provider and the right platform



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Facilitating video assessment

Data-driven video assessment enables recruiters to create a better person-job fit. It provides the logistical freedom to conduct many more candidate interviews at an early stage of your selection process. This is particularly valuable in high-volume recruitment campaigns. What's more, candidates like it as they can think through the questions and record their answers at a time that's convenient for them. However, it is crucially important to choose the right assessment platform – one that will facilitate effective, data-driven video interviewing. You should also partner with the right provider who can offer the necessary support to help you make better selection decisions.



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To achieve effective data-driven video assessment, partner with a provider who:

- 1** Understands psychometrics and job-relevant video assessment.
- 2** Can help you to **implement appropriate actions and strategies** that will meet your needs and achieve your goals.
- 3** Can enable you to **increase candidate engagement** throughout the video assessment process.
- 4** Employs consultants who are trained psychologists with expertise in all aspects of assessment, integration, data capture and conducting validity studies to establish the **best predictors of success**.
- 5** Can help you create **accessible and interpretable analytics** which will provide fresh insights and meaningful data to enhance your talent strategy, as well as a holistic analysis of how your entire selection process links to your wider business objectives.
- 6** Can **support the volume of data** generated by large-scale and international recruitment projects.
- 7** Can **include your video interview tool** in an assessment hub.
- 8** Can provide guarantees about **data protection and data security**.



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Also ensure the platform will enable you to:

- 1** Define the **exact competencies and behaviours** critical for success in each role.
- 2** Create a **question pool** that will reveal the desired competencies.
- 3** Easily **create new video interview projects** for your available roles.
- 4** **Customise the candidate view.**
- 5** **Explain to candidates** what is expected of them during the video assessment.
- 6** Provide a **smooth candidate experience** with a single sign-on (SSO).
- 7** Use an app to **enable smartphone and tablet users** to access their device's camera.
- 8** **Upload answers** from your candidates as soon as they have been recorded.
- 9** **Integrate seamlessly with your applicant tracking system.**
- 10** Allow assessors to **easily rate each candidate's answers** against your established competencies and scales.
- 11** Deliver **data-driven insights** for talent analytics and strategy.
- 12** Be confident that you are equipped for the future, because the **platform is device-independent.**



Provide a smooth candidate experience with a single sign-on (SSO).

Recruiting successful candidates

Video interviewing is an efficient, effective and economical form of job-relevant recruitment. But you have to choose a platform that provides the functionality and the data that you need. You also need to partner with the right provider – one who understands your assessment needs and has the expertise to help you utilise and make sense of your talent data. With the right platform and the right provider in place, data-driven video assessment will help you to quickly recruit candidates who are likely to be successful.

About cut-e

Founded in 2002, cut-e (pronounced 'cute') provides online tests, questionnaires and gamified assessments for attraction, selection, talent management and development. The company's smart, valid and innovative psychometrics have made it the preferred partner of multinational organisations.

In May 2017, cut-e was acquired by Aon plc, a leading global professional services firm providing a broad range of risk, retirement and health solutions. cut-e now operates as part of Aon's global offering in talent solutions, helping clients achieve sustainable growth by driving business performance through people performance. cut-e and Aon, as Aon's Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.