

Video and Phone Interviewing Solution and Mobile App for Job Recruiting



Ane Ohm
CEO
HarQen

CEOCFO: Ms. Ohm, what is the vision and focus at HarQen™ today?

Ms. Ohm: We provide video and phone interviewing technology for recruiting. We focus on transforming the recruiter's experience, allowing recruiting to happen much easier and faster, which means recruiters identify top talent quicker and thereby providing a better experience for the candidate.

CEOCFO: What are the challenges in recruiting? How are you able to apply what you do to make the process easier and more effective?

Ms. Ohm: Recruiting gets a bad rap and often for good reason: it's frequently not done well. Technology has made it easier for more people to apply for jobs, but this is regardless of whether they are qualified for an opening.

As a result, recruiters can be overwhelmed by the sheer numbers of incoming applicants. Finding the right individuals for a job is difficult. Imagine receiving 100 or more resumes for one job and having to quickly figure out who to contact. This is why recruiters learn to take seconds to review resumes. Optimally, you might phone screen ten to fifteen people before further narrowing down to the best candidates. Of course, recruiters generally have thirty, forty, fifty or more open requisitions at a time. Pretty soon, recruiters are managing thousands of candidates at a time.

From a candidate's stand point; you apply for a job, hear nothing, and wonder, "What is wrong, why do I not hear back?" Part of it is the recruiter being so overwhelmed.

CEOCFO: Where and how does HarQen come into the picture?

Ms. Ohm: Most of our work allows an interview to be conducted in a highly efficient manner, with candidates responding at any time of day or night. We have had well over a million job seekers engage on our platform and we know it is easy and convenient for them. For recruiters, they can review candidates ten times faster. With our tool, recruiters go beyond the two-dimensional resume; they assess tone, articulation, whether the candidate knows the position, and then quickly identify the best talent, thereby reaching out to candidates much faster.

CEOCFO: How does the interview experience flow? Would you walk us through what a candidate is going to get from a company--how they need to get into the system and how it works?

Ms. Ohm: It really depends on our client and their need. We provide them with a lot of flexibility. Sometimes our clients use us as the first-response mechanism, where there might be a job posting online and when you click to apply they are actually clicking into our tool. A candidate might see a video that explains the company; they might upload their resume. The interview itself can be a video interview or a phone interview, depending on what makes sense for that client.

CEOCFO: Do you help a recruiter configure the questions?

Ms. Ohm: We do. Our organization takes a very hands-on approach, because we know the best outcome is when our clients achieve their goals with our tools. Our team is passionate about making the recruiting process more successful for everyone involved. As a result, we will get involved in process design, question design, even web-page setup. We want to make sure it is candidate friendly and will receive the responses that will help a recruiter really determine who the best people are to move forward in the process.

CEOCFO: If it is predesigned, is there an opportunity for a follow up question and does it matter?

Ms. Ohm: Follow-up questions do matter and using these tools should not eliminate direct human connection. Instead, it should facilitate direct human connection with the people who are most likely to proceed in the process. When listening to responses, recruiters can make notes and identify the best areas for follow up in a subsequent conversation. The point is to have recruiters quickly determine the right people with whom they spend time.

CEOCFO: *Have recruiters been looking for a better way, rather than just experiencing a general level of frustration? Do they understand the idea of the prescreening process?*

Ms. Ohm: There's a reason I talked so much about the overwhelmed recruiter. It's difficult for them to pause and consider options because the need to fill openings every day does not stop. We like to say that our biggest challenge is helping them change the tires while the car is in motion. Recruiters are generally open to doing something different, but we have to help them architect a change so that they are not dropping the ball while shifting to a new process.

CEOCFO: *How do you reach recruiters to get them to look at what you offer and pay attention?*

Ms. Ohm: This is a newer technology and for a long time, we needed to educate people about the fact that this exists. Now recruiters do understand the concept of video interviewing, so our top priority is making sure that we have online presence. When people are interested in new tools, they say, "Okay, I have heard about it. What does it mean? Let me find out who does that."

CEOCFO: *What would someone search under if they know what they want?*

Ms. Ohm: The top search term is video interviewing, which is ironic because sixty-five percent of our clients actually use phone interviewing. Still, people think of this technology in terms of video interview. We also go to conferences, as well as direct outbound sales efforts. With all of that, our strong client relationships mean that referrals are our number one way to gain new clients. Oftentimes, someone who worked for one of our clients will take a new job and, as they move to their new role they say, "I must have HarQen!" In fact, we just launched a new client this week and the buyer had been a candidate who took an interview on our platform while he was searching for a job. He said the experience was great from a candidate's perspective and he could see how it would make the hiring process much more efficient. That was nice!

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CEOCFO: *In this segment of HR interviewing that you do is there much competition?*

Ms. Ohm: There is, mostly due to video interviewing. If you think about it, seven or eight years ago, capturing video online was a crazy concept. Now, video cameras are built into the computer and the barrier to entry for the developing of just a pure, plain video solution is low. As a result, a number of organizations have cropped up to offer video interviewing. We actually started with phone interviewing, which is much more difficult to develop, and evolved into video interviewing. Our platform works globally, with people anywhere around the globe responding to interviews on behalf of our clients.

CEOCFO: *How does your business model work? Do people sign up for six months? Do they sign up for twenty interviews?*

Ms. Ohm: While it depends on the client, most organizations prefer monthly license, with the license size being dependent on their volumes. Some clients do tens of interviews a month and other clients do tens of thousands of interviews a month. We can scale up and down.

CEOCFO: *How is business?*

Ms. Ohm: Great! Now that people understand how video interviewing can work for them, we are seeing quite a bit of inbound inquiries and referrals. I'm particularly excited about the referral business because that is a wonderful indicator that we are doing something right; when people go from company to company they want to bring us with them.

CEOCFO: *Are there particular industries and particular types of jobs that work better or could it be done across the board?*

Ms. Ohm: I am glad you brought that up! When designing a recruiting process, you should consider factors like demographics, experience level, and demand for top candidates. Some jobs are a perfect fit for our technology. For example, call center positions: what could be more important for a prospective call-center employee than how they sound on the phone? We also hire a lot of security guards, flight attendants, pilots, and nurses. Our tool has an interesting place in the travelling nurse recruitment process. These nurses are in demand and must be quickly placed into their roles, which makes for a challenging process. We typically find that someone first recruits the nurses, and then we are part of the credentialing process. Rather than take a week or two trying to schedule a nursing candidate directly with a clinician, the candidate can complete their interview at any time, day or night. Within a day, over 70% of candidates respond and 40% complete their interview outside normal business hours. Our clients are thrilled! But if they tried to have a nurse conduct

that clinical interview up front, it would probably fail. Again, this is why we work so closely with our clients, to help them consider who, what, where and why.

CEOCFO: *Are clients, by and large, appreciative of the depth of what you do? Do they realize that they are getting more than just a tool?*

Ms. Ohm: I have good evidence that they do appreciate us. For example, last week one of the largest global airlines just directed an internal email to my attention with glowing praise about two of our team members. Last month we finished an adjustment to our integration for one of our larger clients and they told us that we were by far the best vendor they have ever worked with. We recently conducted a client survey and our NPS score was 57, after which I learned that any NPS score over 40 is exceptional. I think our clients know that we really do care and want to be right beside them for their success.

CEOCFO: *Why use HarQen?*

Ms. Ohm: Our clients want to identify top talent quickly. They want to do it in a way that enhances the candidate's experience and they do not have the time and expertise to do everything themselves. Even our most sophisticated clients come to us for advice. We are the organization that pulls everything together, going well beyond just what happens with our tool. We help our clients make sure their recruiting experience for both recruiters and the candidates is exceptional.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



**For more information visit:
www.harqen.com**

**Contact:
Ane Ohm
414.755.1962
Ane@HarQen.com**