Wepow Completion Ratio Guide

Make interviewing simple





Congratulations!

You're now ready to invite candidates to your interview

In order to achieve maximum results using Wepow we need to take a look at the following factors which can affect your completion ratio:

- Advanced Notice
- Re-Sending Invitations
- SMS / Text Message Reminders
- Wepow Messaging / Candidate Communication

Now let's dive deeper into each!

Advanced Notice



Video interviewing is still a fairly new concept that is quickly gaining traction. It's important that candidates know the:

- Purpose of the video interview
- Details about the interview process

HELPFUL HINT: Have the ability to modify your careers page?

Explaining the "What's in it For Them" or benefits of the process to the candidate, helps them understand the intention behind the opportunity.

Example Careers Page

Purpose of the Video Interview



Benefits:

Flexibility- Candidates can take their interview anytime / anywhere prior to their deadline.

Sharing their story- This is a convenient way for candidates to add more than just their resumes.

Learning- Conversely, this is also an opportunity for candidates to take a peek into your organization by seeing your ask questions via video, and other creative content.

Decision Making- The Recruitment/Talent Acquisition team is able to quickly review and assess candidate responses, meaning candidates could find out earlier about their interview status.

HELPFUL HINT: Other ways to communicate this information to candidates:

Intro Email to Candidates - an example is on the next slide.

Attach the Candidate Interview Guide - the Interview Guide walks candidates through the entire Wepow process. The attachment contains best practices for candidates and how to prepare for video interviews.

Include the [Getting Started] insert in your Interview Invitation email template within Wepow - this will redirect candidates to the Interview Best Practices guide and explain the entire video interviewing process to them.

Example - Advanced Notice Communication

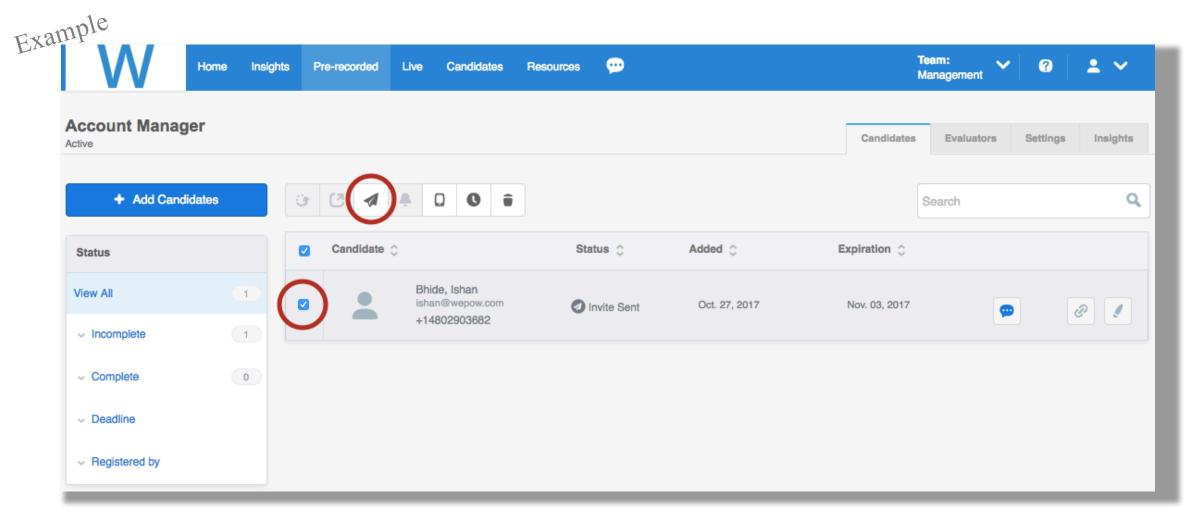


Hi,
I received your application for our position at [organization] in our [location] office. I'm very excited to learn more about you and your background.
Today you'll receive a link to complete a video interview. You'll have days to complete (you can also complete this via your mobile device). If you've never done a video interview before, please check out the attached video interview guide. We understand this may be a different process than what you're used to, but it helps us find the best candidates and helps you learn a bit more about [organization].
Please let me know if you have any questions or if you don't receive the link. It's possible it'll go into your spam folder. We're looking for candidates to showcase their personality and provide specific examples.
Regards,
TA Team

Re-Sending Invitations



Re-Sending invitations helps keep your interview top of mind (and top of their inbox)! We recommend doing so ~ 2 days after initially inviting the candidate.



SMS / Text Message Reminders



You can also send candidates SMS / text message reminders. Candidates are receptive to any alerts on their mobile device. The SMS also contains the interview link, and will allow candidates to complete the interview on their mobile device right away!

Example Insights Pre-recorded Management **Account Manager Evaluators** Candidates Settings Insights Add Candidates Search Candidate Status ① Added ① Expiration ① Status Bhide, Ishan View All ishan@wepow.com Oct. 27, 2017 Nov. 03, 2017 ☑ Delivered +14802903682 1 Incomplete **Edit Phone** Number 0 Complete here Deadline Registered by

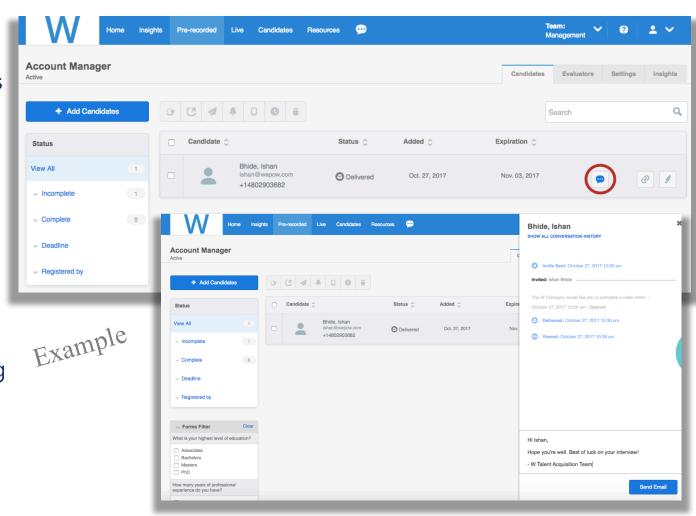
Wepow Messaging



Wepow Messaging is a unique way for you to customize your communication with candidates directly within Wepow. You can use this feature to send quick reminder emails directly to candidates.

Any messages you create/send will be sent as branded emails similar to the candidate interview invitation email.

Once candidates respond, you'll receive a copy in your email, and within the Wepow Messaging tool. You'll also be able to see the entire conversation history.



Example Wepow Messaging: Candidates who Viewed



Hi,
As a gentle reminder, the deadline for your interview is coming up on xx/yy/zz. Please let us know if you need any additional information/assistance to complete your interview. Otherwise, please also let us know if you're no longer interested.
We look forward to reviewing your responses soon.
Regards,
Talent Acquisition Team

Example Wepow Messaging: Candidates who Clicked



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I noticed you clicked the link but have yet to start the interview. Please let us know if you need any additional information/assistance to complete your interview. Otherwise, please also let us know if you're no longer interested.

We look forward to reviewing your responses soon.

Regards,

____ Talent Acquisition Team

Example Wepow Messaging: Candidates who Started



Hi,
As a heads up, we're approaching your interview deadline for the position on xx/yy/zz. I noticed you started the interview but have yet to complete. Please do so by the deadline, and we look forward to reviewing your responses soon.
Regards,
Talent Acquisition Team

Top Tips



Advanced Notice

Let candidates know ahead of time to expect an invitation to a video interview.

Re-Sending Invitation

Be at the top of mind for your candidates to ensure they complete the interview as soon as possible.

SMS / Text Message Reminder

Send candidates a quick SMS / text message reminder with a built in interview link.

Wepow Messaging

Have customized conversations with candidates as they go through the interview process.

Best of luck!

Feel free to contact your Client Relationship Manager for additional best practices and tips!

Make interviewing simple.