

# Wepow Completion Ratio Guide

Make interviewing simple



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# 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:

**I**ntro Email to Candidates - an example is on the next slide.

**A**ttach 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.

**I**nclude 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.

Example

The screenshot shows the Wepow Account Manager interface. The top navigation bar includes 'Home', 'Insights', 'Pre-recorded', 'Live', 'Candidates', and 'Resources'. The 'Candidates' section is active, showing a list of candidates. A candidate named 'Bhide, Ishan' is highlighted, with a status of 'Invite Sent' and an expiration date of 'Nov. 03, 2017'. A red circle highlights the 'Re-send' icon (a paper plane) in the toolbar above the candidate list. Another red circle highlights the checkbox for the candidate 'Bhide, Ishan'.

Candidate	Status	Added	Expiration
<input checked="" type="checkbox"/> Bhide, Ishan ishan@wepow.com +14802903682	Invite Sent	Oct. 27, 2017	Nov. 03, 2017

# 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

The screenshot shows the 'Account Manager' interface for an active account. The top navigation bar includes 'Home', 'Insights', 'Pre-recorded', 'Live', 'Candidates', and 'Resources'. The 'Candidates' section is active, showing a table of candidates. A candidate named 'Bhide, Ishan' is highlighted, with a checkmark in the 'Candidate' column and a red circle around the 'SMS' icon in the action column. Another red circle highlights the 'Edit Phone Number' icon in the same row. A red text label 'Edit Phone Number here' points to the edit icon.

Status	Candidate	Status	Added	Expiration	
View All	<input checked="" type="checkbox"/>	Bhide, Ishan ishan@wepow.com +14802903682	Delivered	Oct. 27, 2017	Nov. 03, 2017

# 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.

The screenshot displays the Wepow Account Manager interface. The top navigation bar includes 'Home', 'Insights', 'Pre-recorded', 'Live', 'Candidates', and 'Resources'. The 'Candidates' tab is active, showing a list of candidates. One candidate, Bhide, Ishan, is highlighted with a red circle around the messaging icon. The interface includes a search bar, a table with columns for Candidate, Status, Added, and Expiration, and a sidebar with a 'Status' filter (View All, Incomplete, Complete, Deadline, Registered by). A 'Forms Filter' section is also visible, asking for the highest level of education and years of professional experience.

**Example**

The messaging interface for Bhide, Ishan shows a conversation history with the following messages:

- Invite Sent: October 27, 2017 10:29 am
- Invited: Ishan Bhide
- The W Company would like you to complete a video interv ...
- October 27, 2017 10:29 am - Opened
- Delivered: October 27, 2017 10:30 am
- Viewed: October 27, 2017 10:36 am

The message content is:

Hi Ishan,  
Hope you're well. Best of luck on your interview!  
- W Talent Acquisition Team]

A 'Send Email' button is located at the bottom right of the messaging window.

# 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



Hi \_\_\_\_\_,

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.**