Most business leaders today would agree that diverse teams are a business-critical factor in an organization’s ability to thrive in today’s rapidly evolving, global environment. Diversity helps stimulate innovation, attract clients and partners, and retain and cultivate the best talent. Unfortunately, well-intentioned organizations are often undermining themselves with a hiring process based on unstructured interviews.

Structured interviews

Structured interviews, where candidates are asked a consistent set of questions with clear criteria to assess the quality of responses, are more reliable and provide significantly higher results when predicting performance. Structured interviews are predictive even for jobs that are themselves unstructured. Google found that they cause both candidates and interviewers to have a better experience and are perceived to be more fair. So why don’t more companies use them? Well, they are hard to develop: You have to write them, test them, and make sure interviewers stick to them. 2

Wepow’s pre-recorded interviewing solution makes structured interviews simple. Your HR team can create a library of pre-vetted questions designed to predict performance for specific jobs.

How it works

Create an Interview
Select a set of video questions. Add your career video and personalized intro and outro videos.

Invite Candidates
Upload a list of candidates to send branded, personalized invitations via email or SMS.

Complete Interview
Candidates respond to interview questions via webcam or on mobile devices.

Evaluate Candidates
Review video responses and assess candidates with standard evaluation criteria.

Share Candidates
Share the top candidates with hiring managers.

Make Final Decision
Rank final scores with hiring managers’ comments and invite the finalists to the next step in your process.
# Level the playing field with Wepow

WePow's structured interviews create consistency in your screening process, leveling the field for your candidates and when combined with our evaluation tools, help reduce unconscious bias in your recruiting process.

## Research Recommendation

Consistent interview questions are a core component of structured interviews, creating more valid results with less opportunity for unconscious bias.  

“Comparing multiple candidates against each other—instead of looking at them individually—reduces the group stereotypes that can occur. When looking at groups instead of individuals, evaluators chose top performers.”

“Create a scoring system on a scale from 1 to 10 (though feel free to adapt the scale to your needs) for each interview question, and think about how much weight you want to assign each question.”

“In fact, the literature on accountability suggests that people charged with evaluating others are less likely to rely on stereotypes if they have to explain their choices.”

“To attract a wide range of diverse candidates, you will need to cast a wide net...”

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1. Outsmarting our brains: Overcoming hidden biases to harness diversity’s true potential, EY 2013.
6. “Recruiting for Diversity”, Harvard University Faculty of Arts and Sciences: Human Resources Department.

## Wepow’s Pre-recorded Solution

All candidates invited to a Wepow interview for a specific role receive the same consistent set of questions. Wepow users are able to create their own questions or build interviews using a library of questions pre-vetted by HR.

With Wepow, hiring teams are able to review and evaluate candidate responses on a question-by-question basis. Evaluate how each candidate responded to your most important questions with an apples-to-apples comparison.

Hiring teams can either use Wepow’s 1 to 5 scale scoring system or build their own custom evaluation forms and rating scales for consistent scoring.

Wepow holds hiring managers accountable for decisions by creating transparency in evaluation scores and final decisions. Multiple individuals within the hiring team are able to review interview feedback and evaluations.

Hiring teams are able to schedule and review Wepow interviews in a fraction of the time it would take to do the same on a phone interview, allowing them to get to know significantly more candidates. Casting a wider net brings teams closer to leveling the playing field for groups of candidates that often get overlooked due to time constraints.

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