



EMPLOYERS GET THE OPPORTUNITY TO CONDUCT SHORT, STRUCTURED JOB INTERVIEWS VIA LIVE VIDEO WITH 5 TO 7 CANDIDATES DURING THE COURSE OF ONE HOUR.

# Speed Interviews

Publication date: January 2021

## SWEDEN

Digital services offer opportunities for speeding up recruitment for employers. This motivated the development of a recruitment service for employers combining smart HR features and live video & chat with multiple candidates in a short span of time.

Name of the PES

Arbetsförmedlingen.

Scope of measure (a pilot project or a national reform)

National reform – introduction of a new digital service.

When was the practice implemented?

A pilot was launched in January 2017 when it was implemented as a service for employers on the PES website. In October 2019, it was released as a self-service for Swedish employers.

What was the driver for introducing the practice? Was it internal or external?

In cooperation with the analytics department, it was concluded that small and medium companies had problems recruiting. They had a problem broadening their selection of candidates. This is why the idea of a video interview service was developed to provide a fast, low commitment way to meet and interact with many candidates in a short period of time.

Which organisation was involved in its implementation?

Only the Swedish PES.

Which groups were targeted by the practice?

Employers.

What were the practice's main objectives?

Supporting and speeding up the recruitment process for employers by providing innovative digital solutions for job interviews.

What activities were carried out?

Initially, a customer journey was developed, based on interviews with employers. This was followed by a phase of development and testing before the release of the actual service. Speed Interviews is continually being further developed with customer feedback.

What resources and other relevant organisational aspects were involved?

The following actors were involved: product owner, product manager, user experience (UX), developers and testers within the team. In addition, the process was supported by the customer department that interacts with employers, supporting them as customers.

What were the source(s) of funding?	The PES budget.
What were the outputs of the practice: people reached and products?	Big Swedish companies such as IKEA used the service, but also many smaller companies. After an initial average of about 50 finished video interviews per month in 2019, there has been a strong increase since the start of the COVID-19 pandemic, leading to peaks of up to 400 finished interviews per month. Recruiters and jobseekers were happy with the service, with customer satisfaction around 90%.
What outcomes have been identified?	There is a more intense use of this service by cities/municipalities since they always have a need for temporary workers. Another observation concerns the matching process. When the employer gets a chance to meet the jobseekers early in the recruitment process, it's not unusual to see changes in the top selection based on CV and letters. It might be that soft skills are better presented in a live conversation and may be valued higher than merits in some cases.
What are the lessons learnt and success factors?	Employers value that it's easy to create a meeting, to invite all jobseekers to the same meeting and to receive HR support from the PES with predefined questions and competences during the interview. The jobseekers form a queue and the employer can have several interviews on the same occasion. One success factor is our support for mobile devices. It is a key feature since a lot of jobseekers use their mobile phone for the interview.



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