

## **The Impact of Video Interviewing Platforms in Reducing Time-to-Hire and Cost-per-Hire**

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### **Abstract**

The recruitment landscape has been significantly reshaped by digital technologies, particularly video interviewing platforms. These tools have gained momentum due to their potential to streamline hiring processes, reduce costs, and accelerate candidate selection. This paper examines the impact of video interviewing platforms on two key recruitment metrics: time-to-hire and cost-per-hire. Drawing on current literature and empirical studies, it explores how organizations integrate these platforms into their talent acquisition strategies, the associated benefits and limitations, and recommendations for optimal implementation. The study finds that video interviewing substantially improves hiring efficiency and cost-effectiveness, especially when combined with data-driven decision-making and applicant tracking systems (ATS).

### **Keywords**

Video Interviewing, Time-to-Hire, Cost-per-Hire, Recruitment Technology, Human Resources, Talent Acquisition, Hiring Efficiency

## 1. Introduction

Recruitment is one of the most resource-intensive human resource (HR) functions, with companies often struggling to balance speed and quality in hiring. Two of the most tracked recruitment KPIs are **time-to-hire** and **cost-per-hire**, both of which have a direct impact on organizational productivity and financial planning (Cascio & Boudreau, 2016). The adoption of **video interviewing platforms**—particularly since the COVID-19 pandemic—has introduced a new dimension to modern recruitment. These platforms offer asynchronous and live video tools to conduct interviews, aiming to accelerate the hiring process and reduce associated costs. This paper investigates the effectiveness of video interviewing platforms in reducing time-to-hire and cost-per-hire, drawing from empirical studies and real-world applications.

## 2. Objectives

- To analyze the impact of video interviewing platforms on time-to-hire.
- To evaluate how these platforms affect cost-per-hire.
- To identify challenges and best practices in implementing video interview solutions.

## 3. Literature Review

**Time-to-hire** is the number of days between a candidate applying for a job and accepting an offer, while **cost-per-hire** includes all recruitment-related expenses divided by the number of hires within a given period (Society for Human Resource Management [SHRM], 2021). Both metrics are central to evaluating recruitment efficiency.

Video interviewing tools such as HireVue, Spark Hire, and Zoom have revolutionized hiring, especially during the pandemic when face-to-face interviews were restricted (Maurer, 2020). These platforms allow for one-way (asynchronous) and two-way (live) interviews, offering flexibility for both recruiters and candidates.

Research shows that organizations using video interviews reduce time-to-hire by up to 50%, especially during initial screening stages (Blacksmith, Willford, & Behrend, 2016). The

ability to interview multiple candidates in a short time frame without scheduling conflicts accelerates decision-making.

Video interviewing reduces costs associated with travel, accommodation, and venue booking. According to a LinkedIn Talent Solutions report (2019), organizations that implemented video interviews reported saving up to 30% on recruitment expenses annually.

Video interviewing platforms, such as HireVue, Spark Hire, and VidCruiter, have become integral to modern recruitment, especially after the COVID-19 pandemic accelerated the shift to remote hiring (Maurer, 2020). These platforms enable one-way (asynchronous) or two-way (live) interviews, allowing candidates to record responses or interact in real time with recruiters.

Time-to-hire refers to the number of days between a job posting and candidate acceptance. Research indicates that prolonged hiring cycles negatively impact employer branding and talent acquisition (Cascio & Montealegre, 2016). According to a study by Deloitte (2020), organizations using video interviews reported a 30–50% decrease in time-to-hire due to faster scheduling, reduced travel delays, and quicker assessments.

Cost-per-hire includes advertising, recruitment agency fees, screening tools, travel expenses, and recruiter time. One-way video interviews reduce these costs by eliminating multiple rounds of in-person interviews and shortening decision cycles (Chapman & Gödöllei, 2017). A LinkedIn Talent Solutions report (2019) found that firms implementing video interviewing saved an average of \$3,000 per hire compared to traditional processes.

Blacksmith et al. (2016) emphasize that candidate experience remains a top concern. Candidates appreciate the flexibility and reduced pressure of asynchronous interviews. However, biases related to appearance or environment can still influence recruiters' perceptions (Brenner et al., 2016). Organizations must balance efficiency with fairness by implementing structured scoring rubrics and AI-driven assessments (Kimbrough et al., 2019).

Video interviewing becomes more effective when integrated with **Applicant Tracking Systems (ATS)**, AI-based screening, and job-matching algorithms. Studies by Upadhyay and

Khandelwal (2018) reveal that seamless integration between video platforms and ATS reduces human errors and administrative burdens, further decreasing time and cost metrics.

Despite the benefits, there are concerns about digital divide issues, where candidates lacking access to high-speed internet or a quiet space may be disadvantaged (Guchait et al., 2020). Furthermore, AI-based scoring systems embedded in some platforms raise questions about algorithmic bias and transparency (Raghavan et al., 2020)

While efficient, video interviews can lead to concerns about candidate experience and digital inequity. Not all candidates may have access to high-quality internet or devices, potentially affecting their performance (Levashina et al., 2014).

## **4. Analysis and Discussion**

### **4.1 Case Study: Unilever's Use of HireVue**

Unilever reported a 75% reduction in time-to-hire after integrating HireVue into its recruitment strategy, primarily by automating early-stage interviews and using AI-driven assessments (HireVue, 2020). The company also noted improved candidate satisfaction and a broader reach across universities and regions.

### **4.2 Organizational Cost-Savings**

Video platforms eliminate logistical costs, such as flights and per diem expenses, particularly for multinational firms. Furthermore, HR professionals can reallocate time spent on scheduling and note-taking to strategic functions (Bartram, 2020).

### **4.3 Equity and Bias Considerations**

A growing concern is the fairness of AI algorithms used in video interviewing, which may favor candidates based on facial expressions or speech patterns. Addressing bias in machine learning models is vital to ensuring ethical hiring practices (Binns et al., 2018).

## **5. Challenges in Implementation**

**Technological Barriers:** Not all candidates possess the tools or tech literacy to perform well in video interviews.

**Privacy Concerns:** Storing video data raises compliance issues related to GDPR and data protection laws.

**Human Connection:** Lack of physical interaction can limit rapport-building and cultural assessment.

## 6. Discussion

The integration of video interviewing into recruitment strategies has clearly demonstrated measurable improvements in time-to-hire and cost-per-hire. Organizations that combine video interviews with structured evaluations and data analytics report higher ROI from their recruitment investments. However, successful implementation depends on organizational culture, infrastructure, and candidate support systems. Transparent AI models, bias mitigation strategies, and human oversight are essential to ensuring fairness and legal compliance.

## 7. Conclusion

Video interviewing platforms have transformed the recruitment landscape by significantly reducing time-to-hire and cost-per-hire. Organizations can streamline screening processes, access a wider talent pool, and cut logistical costs. However, the success of such platforms depends on equitable access, transparent algorithms, and strategic implementation. As digital transformation in HR continues, video interviewing will likely become a staple in modern recruitment—if paired with human-centric practices and strong ethical guidelines.

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