



## THE PROS AND CONS OF VIRTUAL RECRUITMENT

COVID19 has driven most of us to become so much more familiar with the concept of having to recruit new members of the team remotely. “Virtual” interviews have become commonplace and whilst it can never replicate the face to face experience of interviewing a candidate there are certainly some benefits to be gained.

Technology allows us now to recruit so much more effectively in a remote capacity whether it’s through hosting video interviews, conducting surveys or delivering interactive group or individual assessments all of these can be evaluated remotely helping us to make sound decisions about employing new staff.

### The Benefits of “virtual” recruitment

- You can screen more candidates in less time negating the need to travel and can be done from anywhere as long as you have internet access
- Can provide greater flexibility around your busy schedule.
- Reduces your recruitment spend with less expenses reducing the need to use some of the more expensive tools such as running in-house assessment centres which can be reliant on hefty resources
- Enables you to conduct a consistent process with candidates around a wider geographical spread both in the UK and abroad

### The Downsides

There are of course some downsides to recruiting remotely which you need to be mindful of:

- It can be challenging assessing whether the candidate has the right “cultural” fit – it’s easier to hide your real character through a computer screen!
- There is less opportunity to meet other members of the team, see the work environment and get a feel for the business – after all this needs to be a two-way process.
- Virtual interviews can sometimes end up too “one way” with the interviewer having a list of questions to get through giving the candidate less time to speak.

What we are not saying is that virtual recruitment strategies should replace what went before however it may be that once we are through these challenging COVID times that we adopt more of a hybrid approach to the way we go about finding great new team members.

**If you would like any support in helping you to deliver an effective strategy to recruit virtually please do get in touch and we can arrange a convenient time to talk.**

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