✳HirePro

Evolving remote campus hiring processes and tools

A report on the toolkit for virtual campus recruitment

Last year, we saw organisations battling with remote campus hiring. Employers relied on makeshift solutions for assessments, interviews and onboarding of candidates. Given that remote campus hiring is here to stay, how are organisations preparing for successful virtual campus hiring going forward?

We conducted a country-wide study to understand how organisations are evolving their remote campus hiring processes and tools for the future. Simultaneously, we also did a study to find out how students are preparing to adapt to the new normal. The study witnessed participation from over 60 leaders in Human Resources and Talent Acquisition, and close to 6,000 students from different colleges.

I am thankful to all those who participated in the survey and made this report possible. As India's leading recruitment automation solutions provider, we believe that the report highlights useful industry insights on the preparedness of employers and students for successful remote campus recruitment in the long haul.

Thank you!

S. Pauspathi
Chief Operating Officer,
HirePro

Infrastructure challenges, majorly bandwidth crunch, emerge as a constraint.

➤ 59% of the employers believe that students are well equipped with the required infrastructure to participate in their virtual campus hiring. However, 53% of the students said they do not have a broadband connection at home.

➤ 60% of students own a desktop computer or a laptop to take virtual assessments. 1 in 4 students have any two from among desktop/laptop, smartphone and tablet. A little over a third of students do not have a power backup.

➤ 54% employers said that low internet bandwidth at the students' end is an obstacle in conducting online assessments successfully, while 61% have pointed this out in case of interviews.

➤ 52% of students said they use mobile hotspot to take online assessments and interviews. Employers that use virtual interviewing platforms/apps have more chances of successful interviews/assessments even when using mobile hotspot as they are designed to work well with low bandwidth.

➤ 95% employers do not use a dedicated video interviewing software for campus recruitment and rely on popular video calling apps such as Microsoft Teams, Google Meet, Zoom and Webex.

➤ Scheduling of assessments and interviews came on top (16%) followed by post-offer engagement, candidates' communication, identity verification, and dashboard (14%), when we asked employers to identify the areas that their hiring tool lacks in.

➤ Close to half of the employers said that their current hiring tools don't have AI-powered deep proctoring abilities to detect malpractices by students during assessments, while 1/4th of them weren't sure.

➤ About 1/3rd of the employers said that their virtual hiring toolkits do not have candidate impersonation detection capabilities, while another 1/3rd of them weren't sure.

➤ 41% of students do not have a business laptop, if they get selected in a campus recruitment event and the employer wants them to work remotely.

➤ The top four suggestions shared by employers for successful participation in virtual campus recruitment included training and instructing students before assessments, providing buddy support, and ensuring good internet connection.
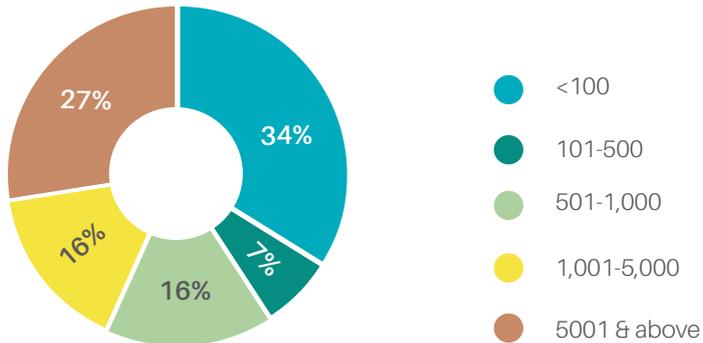
Methodology

Survey Outreach:

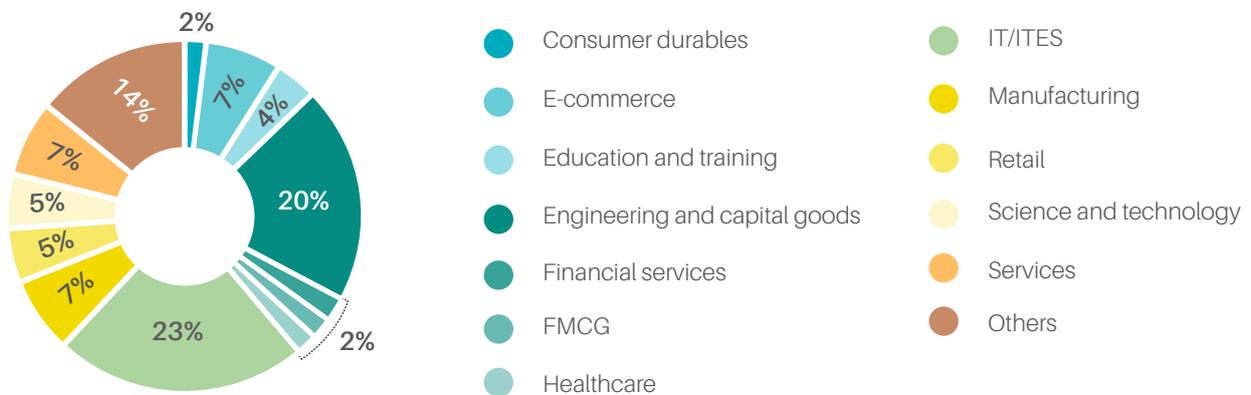Online surveys and opinion polls

Participants:

66 HR/TA decision makers across industry verticals and 5,787 students across the country graduating in 2021 and 2022
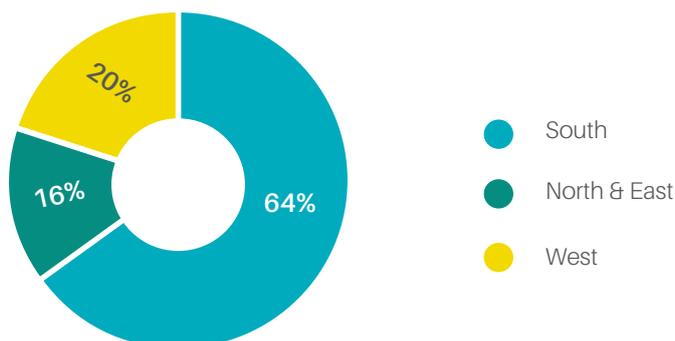
Demographics: participating employers

➤ Employee strength:

- <100 — 34%
- 101-500 — 7%
- 501-1,000 — 16%
- 1,001-5,000 — 16%
- 5001 & above — 27%

➤ Industry verticals:

- Consumer durables
- E-commerce
- Education and training
- Engineering and capital goods — 20%
- Financial services
- FMCG
- Healthcare
- IT/ITES — 23%
- Manufacturing — 7%
- Retail — 5%
- Science and technology — 5%
- Services — 7%
- Others — 14%

➤ Geographic distribution:

- South — 64%
- North & East — 16%
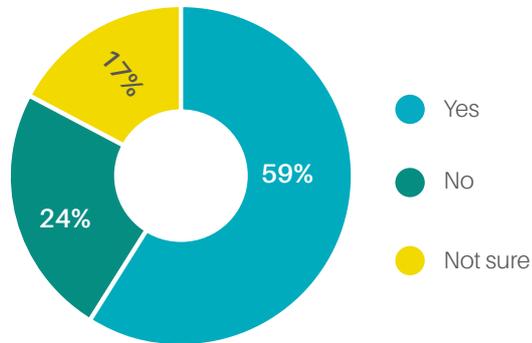- West — 20%

# Insights: Evolving remote campus hiring processes and tools

Employers' take on students' readiness

59% of the employers believe that students are well equipped with the required infrastructure to participate in their virtual campus hiring. However, 53% of the students said they do not have a broadband connection at home.

17%

59%

24%

- Yes
- No
- Not sure

Internet as a constraint for ASSESSMENTS

54% employers said that low internet bandwidth at the students' end is an obstacle in conducting online assessments successfully.

46%

54%

- Yes, internet bandwidth is an issue
- No, internet bandwidth is not a constraint
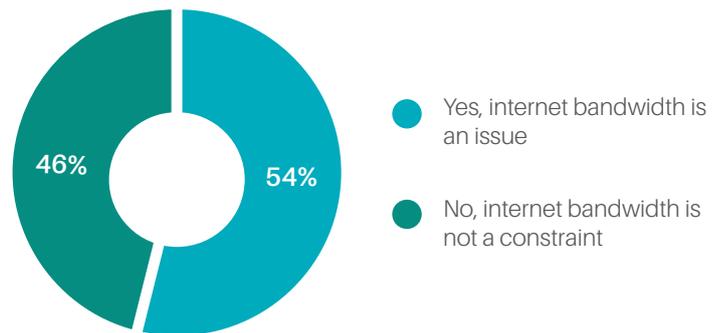
Internet as a constraint for INTERVIEWS

61% employers said that low internet bandwidth at the students' end is an obstacle in conducting online interviews successfully.
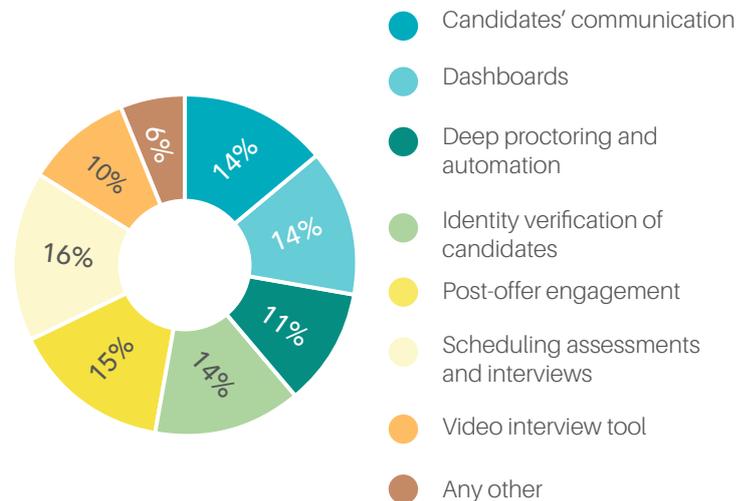
39%

61%

- Yes
- No
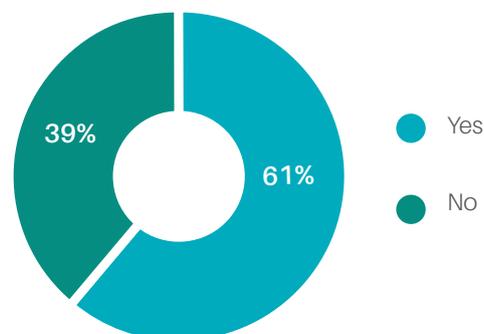
Tools that employers use for remote interviews

95% employers do not use a dedicated video interviewing software for campus recruitment and rely on popular video calling apps such as Microsoft Teams, Google Meet, Zoom and Webex.

Google Meet 34%
Microsoft Teams 39%
Webex 7%
Zoom 15%
Other 5%
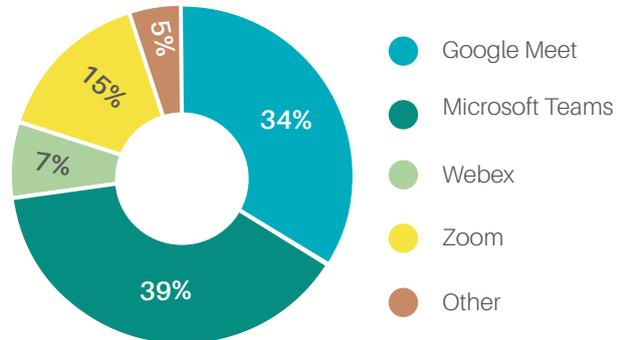
Features that employers' virtual hiring toolkits lack

Scheduling of assessments and interviews came on top (16%) followed by post-offer engagement, candidates' communication, identity verification, and dashboard (14%), when we asked employers to identify the areas that their hiring tool lacks.

Candidates' communication 14%
Dashboards 14%
Deep proctoring and automation 11%
Identity verification of candidates 14%
Post-offer engagement 15%
Scheduling assessments and interviews 16%
Video interview tool 10%
Any other 6%

Readiness of employers' tools to detect malpractices

Close to half of the employers said that their current hiring tools don't have AI-powered deep proctoring abilities to detect malpractices by students during assessments, while 1/4th of them weren't sure.

Yes 29%
No 47%
Not sure 24%

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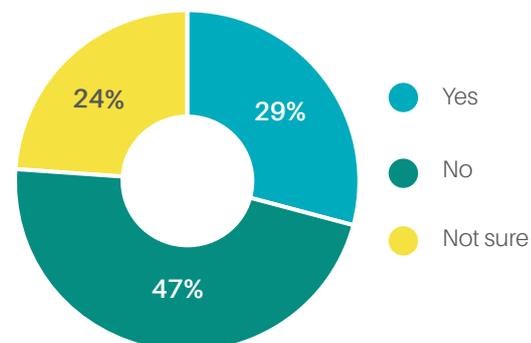
Detecting impersonation of candidates during the recuitment process

About 1/3rd of the employers said that their virtual hiring toolkits do not have candidate impersonation detection capabilities, while another 1/3rd of them weren't sure. 40% of them said that their hiring toolkit detects impersonation.

- 40% Yes
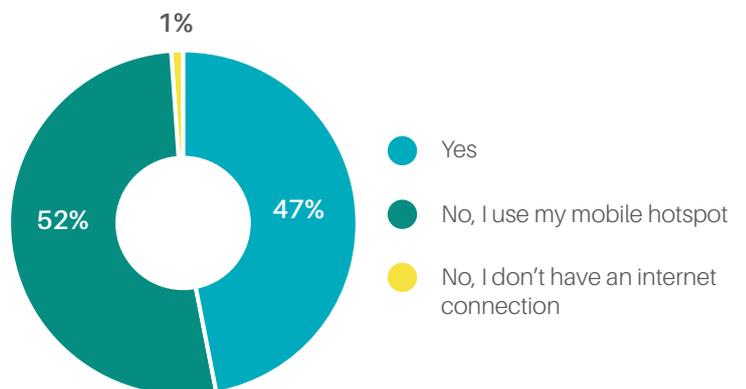- 31% No
- 29% Not sure
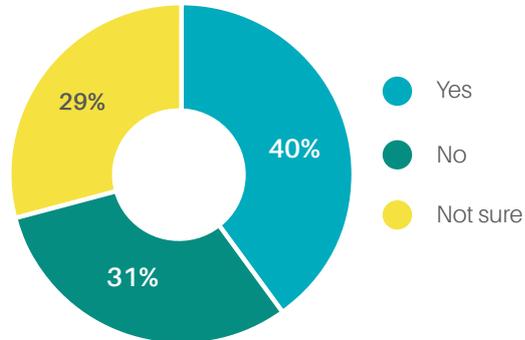
Students' choice of device

60% of students use a laptop/desktop to take online assessments and interviews. Less than 10% said they use a smartphone to participate in remote processes.
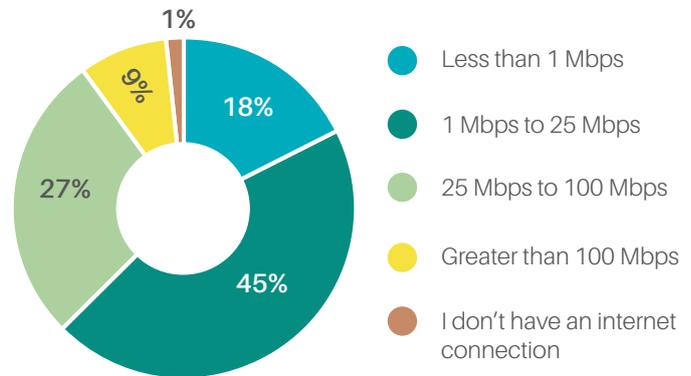
- 59% Laptop/Desktop
- 9% Smartphone
- 26% Any two of the above
- 6% All of the above
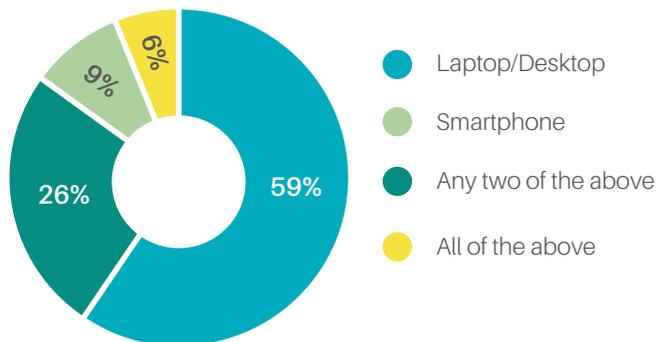
Internet connection

52% of students don't have broadband connectivity at home and rely on their mobile hotspot for internet access.

- 47% Yes
- 52% No, I use my mobile hotspot
- 1% No, I don't have an internet connection

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Internet Bandwidth

81% of students have access to internet bandwidth of 1 Mbps or greater to participate in virtual hiring programmes.

- **18%** Less than 1 Mbps
- **45%** 1 Mbps to 25 Mbps
- **27%** 25 Mbps to 100 Mbps
- **9%** Greater than 100 Mbps
- **1%** I don't have an internet connection

Webcam and Microphone Accessibility

96% of students have systems with webcams and microphones. Virtual interviews, whether live or asynchronous, have to be face-to-face, as it would be impossible for employers to observe/monitor the behaviour of the candidates, which is an essential factor in decision making.


- **96%** Yes
- **4%** No
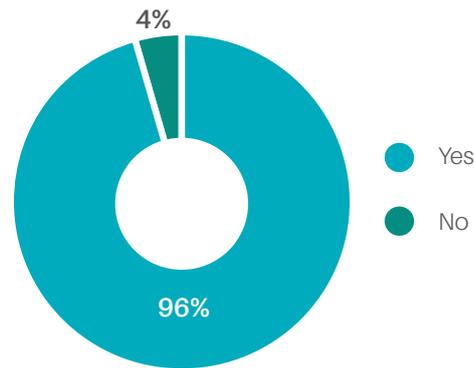
Browser compatibility

91% of students prefer using Google Chrome. It would benefit employers to ensure that their interviewing and assessment softwares are supported by popular browsers.

- **91%** Google Chrome
- **4%** All of the above
- **2%** Firefox
- **2%** Edge or Internet Explorer
- **1%** Safari
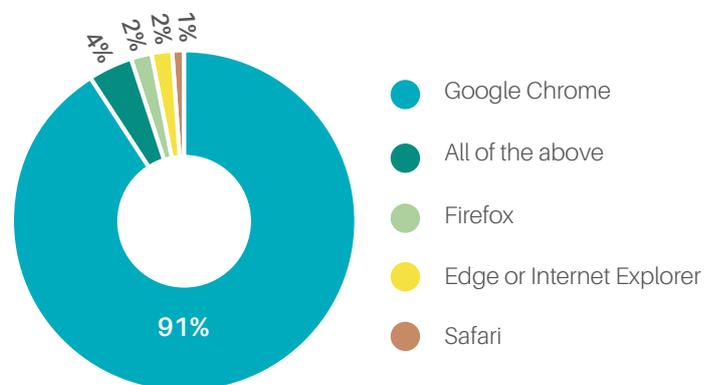
Readiness for uninterrupted processes

While 65% students said that they have a power back-up to enable a steady exam online, 35% students do not have a back up. This makes it imperative for employers to ensure that their virtual hiring toolkit supports continuity of processes by saving the interview/assessment progress and allowing students to resume from where the process was interrupted.

35% 65%

Yes
No
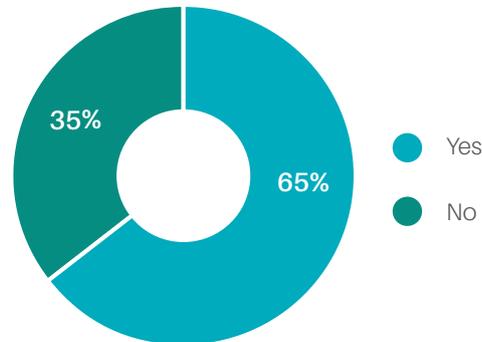
Conducive environment for successful participation

In case of a regular exam, students are allotted dedicated exam centres with distraction-free space, but in remote environments, this responsibility falls upon the students. We found that 91% of students have access to such a space.

9% 91%

Yes
No
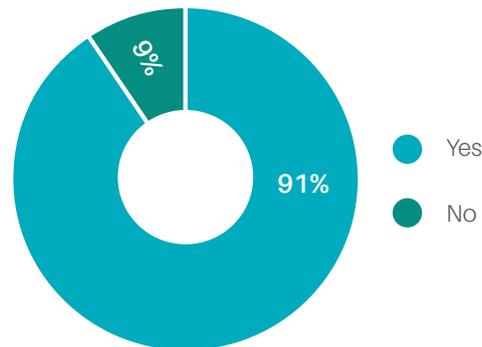
41% of students do not own business laptops for remote work

When recruiting for remote work, it is essential for employers to ensure candidates' readiness to work remotely. We found that 41% of students do not own business a laptop to operate remotely. Which means when employers need to be prepared with the necessary infrastructure and logistics support to equip employees with necessary devices.

41% 59%

Yes
No
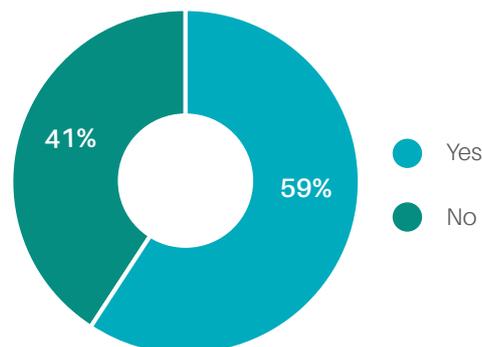
The impact of COVID-19 on campus recruitment in 2021

The coronavirus outbreak prompted organisations to rely on makeshift solutions for virtual campus recruitment. Through our study, we gauged the readiness of employers and students for the pandemic induced overhaul of campus recruitment. Here are three major concerns that surfaced.

➤ ### Connectivity issues

45% of students have a basic internet bandwidth (less than 25 Mbps), which might adversely affect their experience/participation in remote interviews and assessments. Recruiters must use platforms that enable low bandwidth tests, and are capable of overcoming connectivity challenges that are common in India.

Adopting a dedicated platform can help them deliver a smooth and superior interviewing experience, even at low bandwidth.

➤ ### Malpractice

An unfortunate outcome of shifting to remote hiring processes is students indulging in cheating and fraudulent activities to gain an unfair advantage during remote interviews and assessments.

Given that campus hiring happens in large numbers, verifying the identity of the students during assessments, interviews and onboarding to ensure fair selection is a challenge that recruiters are grappling with.

This can be attributed to

- About 50% of employers using tools that do not have AI-powered deep proctoring abilities to detect malpractices by candidates during assessments

- Over 31% of employers using hiring tools that aren't capable of detecting impersonation of candidates throughout the interview process.

➤ ### Gaps in processes

Employers should invest in dedicated tools as they streamline processes, eliminate human error and save time.

Over 16% of employers face trouble with scheduling of assessments and interviews, and engaging employees after rolling out offer letters.

Similarly, 95% of employers use video conferencing tools for remote interviews. Employers should invest in dedicated tools as they support types of interviews providing more flexibility to candidates to complete the process.

Some exclusive benefits for employers include the ability to save video logs, capture feedback, schedule interviews, and generate real-time reports on demand.

A dedicated platform can also bring in the capabilities to detect fraud, preventing candidate impersonation and functionality at low bandwidths.

About Us

HirePro is a leading technology and assessments solution provider to corporates, educational institutions and governments. Established in 2004 and headquartered in Bengaluru, India, HirePro offers preeminent technology platform and allied services to companies that require expert support to navigate the talent landscape. As a distinguished provider of automated selection platform and solutions, HirePro holds the prominence of a strategic partner in the talent acquisition and recruitment market today.

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