



# Identify Top Talent with Structured Interviewing



Structured interviews are two times more predictive than unstructured interviews<sup>1</sup>, making them the gold standard of a modern selection process. Build structured interviews your way with Criteria's full end-to-end solution.

## Video Interviewing

Meet candidates at scale with asynchronous, pre-recorded video interviews.

## Live Interviewing

Add structure to live interviews with a solution that sits alongside your existing process.

## Why Structured Interviews?

The objective of a job interview is to determine whether or not a candidate will perform successfully in the role. Yet many organizations are missing out on the true value of the interviewing process because they continue to conduct unstructured interviews. Extensive research has demonstrated that structured interviews offer two times more predictive power than unstructured interviews. Here's why:

Structured Interviews	Unstructured Interviews
✔ Ask all candidates the same job-related questions, in the same order, by the same interviewers.	✘ Ask candidates a variety of questions, often unrelated to the job; can go off topic
✔ Provide a strong talent signal	✘ Provide a weak and unreliable talent signal
✔ Reduce bias and create a fair and equitable hiring process	✘ Are susceptible to unconscious bias
✔ Are the single best predictor of job performance <sup>1</sup>	✘ Are one of the worst predictors of job performance <sup>1</sup>

## Less Bias, Better Outcomes

By switching to structured interviews, you can:

- ✔ Improve quality of hire
- ✔ Increase employee retention
- ✔ Reduce bias and enhance DEI
- ✔ Boost employee performance
- ✔ Drive bottom-line results across your organization.

2x more  
predictive

Hiring decisions are based on evidence-based data, not on gut feeling.

28% less  
biased<sup>1</sup>

Deliver a consistent and equitable interviewing experience for all.

## A Better Experience for Candidates

Impress your candidates with a fair, objective, and organized interviewing process. Candidate satisfaction is higher when candidates know they are being assessed fairly and objectively, which leads to lower candidate drop-off rates, better candidate experience, and a boost to your employer brand.

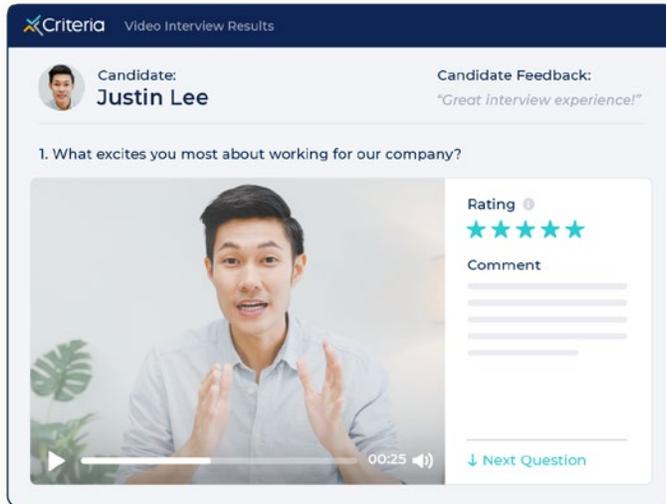


<sup>1</sup> Source: Sackett et al., 2021

## Video Interviewing



Pinpoint the right talent faster and deliver a candidate-centric experience with asynchronous, pre-recorded video interviews.



### Meet candidates at scale

Fill your interview pipeline quickly and complete screening 75% faster than a phone screen.

### Deliver a candidate-centric experience

Give candidates the convenience of interviewing anytime, anywhere. Engage them with a rich, brand-immersive experience that showcases your employer brand.

### Create immersive, scenario-based assessments

Immerse your candidates in real work scenarios and evaluate who can perform the role.

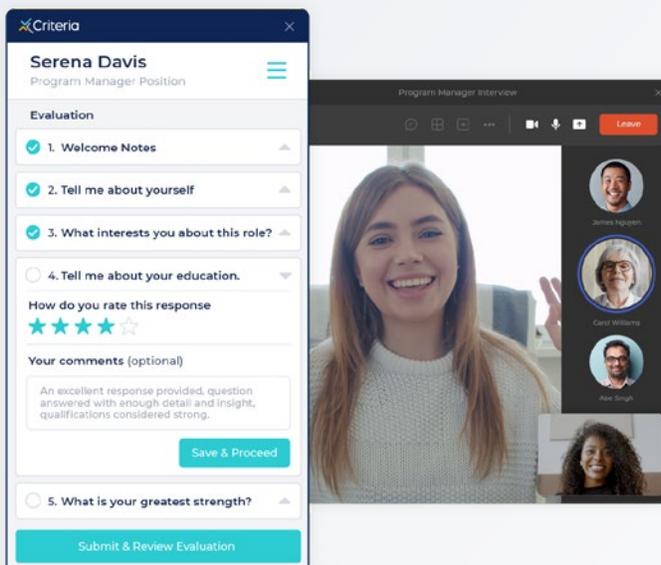
### Reduce bias and enhance DEI

Use world-first diversity, equity, and inclusion tools to run a truly blind recruitment process.

## Live Interviewing



Bring the power of structured interviews to all your live candidate interactions, including phone screens, online, or face-to-face interviews.



### Build a structured interview in minutes

Select from a library of interview questions and set up your own templates that target job-related competencies and behaviors. Or add your own questions specific to your unique job requirements.

### Get hiring managers up to speed

Make it easy for hiring managers to adhere to a structured process by giving them ready-made tools to quickly see what questions they should ask, along with evaluation guides for how to evaluate each response.

### Keep your information organized

After each interviewer has rated a candidate, the platform combines the results into a final score report. No need to spend time collating messy results from different team members.

### Easy to use, easy to adopt

Easily build structured interviews that are highly repeatable and scalable. And because Live Interviewing works with all interview formats and video conferencing tools, it's highly scalable for broad adoption across your organization.



## Maximize the Talent Signal with Criteria's Full Suite of Tools

Get the strongest talent signal and make the best talent decisions by combining structured live and asynchronous video interviews with Criteria's suite of scientifically validated assessments. Structured interviews are the best predictor of job performance, followed by qualities such as behavioral competencies, cognitive ability, and emotional intelligence.

By incorporating several of the best predictors of job performance into your selection process, you can take advantage of a compounding talent signal that gives you the most accurate information about each candidate's potential.

**Better information leads to better decisions.**

Ready to see how Structured Interviewing  
can help you secure the best talent?

See [Structured Interviewing](#) in action today



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