



# Lights, Sound, Camera, Resume!

Are you ready for your close-up? You might want to be as video becomes popular among a growing number of small and large Australian businesses seeking to hire the best possible staff.

A new online applicant video presentation service by Sydney-based Expr3ss! staff selection software called Showreel is rapidly gaining attention among employers who see it as a way to save time and money and improve the accuracy of their hiring decisions.

Expr3ss! Showreel is a new one-way online applicant video presentation platform which works by allowing employers to put forward a simple set of basic written questions for candidates to answer on video. Job applicants can complete their video answers any time of the day and employers can view and evaluate them at any time.

“So this is not a video interview platform”, says Expr3ss! co-founder Dr Glyn Brokensha, “employers review as much of each video as they want, when they want. Video face-to-face interviewing was a fad and in any case only duplicated existing services such as Skype.

Progressive employers are now using ‘video on-demand’ as infinitely more efficient and we expect it will become standard in the next few years.”

“Everyone today has access to a webcam on their desktop, tablet or phone. Smart employers are using video interviews to brand their business as creative, progressive, innovative and flexible while also bringing greater accuracy and efficiency to the notoriously inefficient process of hiring staff.

“Showreel helps job seekers stand out and get ahead of the competition by getting directly in front of employers and having the chance to show and tell them why they should be hired.”

“It is a creative and effective alternative for job applicants and takes just a few minutes. It is the ideal way for job seekers to make themselves stand out from the crowd and bring their application to life.

Dr Brokensha said video interviewing using the Showreel platform is part of the sea change transforming the way Australian employers are using online tools to eliminate

inefficient practices and drive greater productivity while saving time and money.

Dr Brokensha said one obvious advantage of video is that applicants in different geographic locations use video to present themselves to employers. In the traditional hiring process, someone from outside your company’s geographic area would need to be flown in for an interview. Showreel allows applicants to present themselves almost as if they are in person, without the hassle of unnecessary travel and the associated costs.

“Screening people using resumes and over the phone interview is extremely inefficient, time consuming and inaccurate. Showreel allows employers to view dozens of applicant videos in the same time it would typically take them to read a resume and complete one candidate phone interview.

“Also, remember that many applicants are juggling several applications as well as their current job. Attending an interview can be difficult, time-consuming and costly. Expr3ss! Showreel means that applicants’ time is not wasted with face-to-face interviews where it is unlikely they will be successful”

“The traditional hiring process is full of pitfalls and time wasters, especially when it comes to scheduling and performing interviews. Our goal at Expr3ss! is to make the process more accurate and less expensive for job seekers and employers, “ Dr Brokensha said.

## Five online job video interview tips

Like it or not, most of us will be interviewed for a job by online video one day.

These five tips from the experts at Expr3ss! will give you the edge to land that new dream job:

### 1. *Speak clearly*

Don’t mumble or babble and keep your answers short and related to the question.

It’s important to make eye contact and sit correctly. Try not to move around or look out the window!

### 2. *Set the stage*

Look for a simple, quiet, uncluttered well-lit background so the focus is on you. Avoid harsh overhead lighting. Do a test and see what works best.

### 3. *Dress for the part*

It’s a real interview so dress as if the person is in the room. People will judge you by what you wear. It also tells the interviewer you are serious and want the job.

### 4. *Practice*

The great thing about video is you can do a few takes before you are happy. Rehearse!

### 5. *Don’t forget to smile!*

Smiling makes you and the interviewer relaxed. It also helps demonstrate confidence even though you may not feel it. Smile and look straight at the camera and not the computer screen.

## Background

Expr3ss! is a fast-growing Australian technology and software business helping employers save time and money in finding and retaining high quality staff. Clients include national employers like Nick Scali, Kennards Hire, Authentics Australia, Crest Electronics, Medvet, Harris Farm, Stratco, Community First International, National Tiles, Krispy Kreme, Marcs, Jigsaw, Beaumont Tiles and Spend-Less Shoes.

Users say Expr3ss! significantly increases staff selection accuracy, reduces mistakes, improves retention of the best candidates, accelerates time-to-hire and has saved hundreds of thousands of dollars per year that would have once been paid to recruitment agencies.

Applicants that were once hard to find and difficult to reach can now be identified and targeted, reducing the time and cost to hire the right staff.