

## Complications of Candidate Screening

Finding qualified talent involves dedicating hours of company time to reviewing resumes and screening candidates. Worst of all, potentially viable candidates can be overlooked and undesirable candidates might be invited to interview. This stems from not having an effective process to screen their applicants.

- **Huge Amount of Applications:** Economic problems have produced a large number of laid off job seekers and under paid employees searching for new jobs. Applications are flooding email inboxes in just hours.
- **Additional Screening Time:** Selecting qualified talent now requires companies to invest even more time into screening and reviewing the large amount of applications.
- **Limiting Resumes:** Companies have to rely on resumes to gain insight on qualifications and skills. However, resumes are not able to give employers a good grasp on an important attributes such as an applicant's communication skills and candor.



## How to Find Talent Efficiently

Companies have to find a more efficient way to screen candidates. Looking at hundreds of resumes and cover letters in detail is just too time consuming. What do they have to do?

- **Quickly Find Stand Out Candidates:** 38% of human resource managers say they spend one to two minutes reviewing an application. If the candidate does not capture your attention quickly, move on. (source: CNN)
- **Evaluate Communication Skills:** Most employers cite communication skills as the most important skill they are looking for in candidates. Evaluating this is priority number one when screening candidates. (source: George Brown College)

## Spark Hire's Profile Video

Now there is a smarter, quicker, and cost effective way for companies to screen candidates. On Spark Hire, companies do not just receive a resume from applicants, they also receive a Profile Video.

- **Fast:** Screen candidates in just 60-seconds.
- **Smart:** Get a full grasp on an applicant before investing valuable interview time.
- **Easy:** Substitute those time consuming phone interviews with a simple click on a Profile Video.

## How the Profile Video Works

Spark Hire helps your company save time and money by simplifying the entire process screening of candidates.

- **Post a Job:** Post a job on Spark Hire and receive applications from interested candidates. View each applicant's Profile to see which ones possess the skills and qualifications your company needs.
- **Watch Videos:** Job seekers and consultants record 60 second Profile Videos. The Profile Video brings resumes to life. In these videos, job seekers and consultants discuss their skills, experiences, and what they feel they can bring to your company. Evaluate the applicant's drive and communication skills to easily determine if an applicant is a potential candidate. Screen applicants with just a click.
- **Interview Top Candidates:** Use Spark Hire's online interviewing features to further screen candidates. Spotlight Interviews are video interviews in which candidates respond to your questions in video format. Live Interviews are split-screen interviews in which you connect face to face with your top prospects from your webcam.



David Stevens

### Summary

Overview  
I'm the spark your company is looking for.

Industries  
• Marketing  
• Internet Technology

Location  
Chicago, IL

Most Recent  
Marketing Manager at Company XYZ

Interested in  
• Full Time



## Screening Simplified

Spark Hire's innovative Profile Video brings a simplified approach to screening candidates.

- **It is FREE:** 100% free to any company
- **Sign Up Now on [www.SparkHire.com](http://www.SparkHire.com)!**

