

# Winning The Talent War With EnableX Emotion AI Video Interviews



## Introduction

The ever-changing needs of recruitment have forced talent managers to think out-of-the-box and adopt a more forward-looking approach to deal with modern recruitment challenges such as high attrition rate, job seekers deluge, and constantly increasing cost of hiring.

To navigate these hurdles, innovative companies are embracing AI-powered solutions at every step of the recruitment journey – from screening job applications, evaluating candidates, onboarding employees, and managing talent.

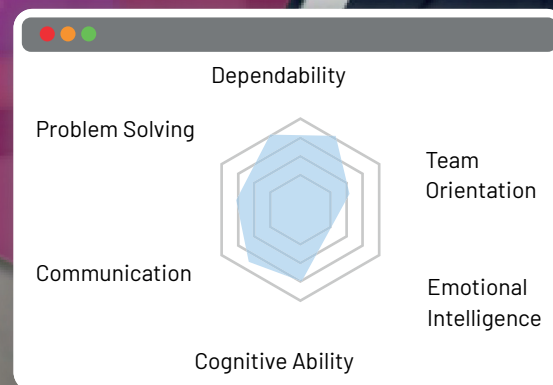
At the same time, these companies are adopting live video interviews as a major part of their talent acquisition strategy to reduce time-to-hire, lower hiring cost, and broaden access to a global talent pool.

Beyond this, the market leaders are also taking notice of these new tech developments and turning to Emotion AI (*aka Affective Computing: a kind of technology that enables machines to respond intelligently to emotional feedback*) to stay ahead in the talent game.

Such disruptive and data-driven technologies have the potential to radically alter the recruitment landscape by making sense of fine points like gestures and facial expressions that are often ignored by recruiters.

Read along as we take you through how you can stay ahead of the game by strategically leveraging the powerful combination of Emotion AI and Live Video to make smarter hiring.

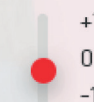
# The Hiring Game Has Changed Forever



## Affects

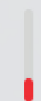
Arousal

Valence



## Emotions

Angry Disgust Fear Happy Sad Surprise Neutral

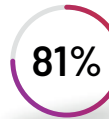




# Ready For A Revolutionary Change

As the nature of the work environment changes at a vivid pace, recruiting the right candidate has a different connotation altogether. At times, companies have to settle themselves with candidates that don't possess the necessary skills. Moreover, a lot of companies are also struggling with unwanted turnover. With the traditional recruitment process failing time and again to give fast results, companies fear losing the best talent to competitors.

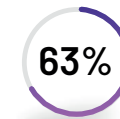
The versatile companies, however, have intelligently started matching their hiring strategy as per the technological advancements. Besides exploring AI for better hiring decisions, they are also realising the essence of live video as the beneficial tool that saves time and broadens access to a global talent pool.



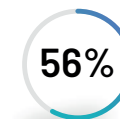
of talent professionals agree that virtual recruiting will continue even after COVID-19



of recruiters believe that virtual recruitment will become the new norm



of hiring managers confirmed that AI has transformed the recruitment process



of talent managers believe that AI can drastically help in talent screening

Source: Gartner Research, and LinkedIn Insights, & Korn Ferry Survey



# EnableX, Reshaping The Contours of Recruitment

The writing on the wall is clear—AI-powered video interview is the future of recruitment. While AI has brought innovation in various aspects of recruitment, the integration and overlaying of Emotion AI (Affective Computing), with Live Video promises to alter the recruitment landscape.

EnableX, being a leading player in real-time communication providers, has further upped the game to revolutionise the space with Emotion AI-powered video interview solutions. With its phenomenal power to analyse more than 130 facial features and emotions in video interviews, it helps recruiters make better decisions, takes the pain out of the screening and assessment process, while enriching the candidates' experience.

## Why EnableX

- 01 Detect 130+ emotional expressions to make smarter hiring decisions
- 02 Make high-definition multiparty calling to get a more immersive video experience
- 03 Integrate right into your HRMS platform for a centralised hiring experience
- 04 Provide creative freedom to design your video layout with easy-to-use APIs
- 05 Able to white-label everything as your own brand



EnableX Emotion AI-powered Video

Analyses

130+

Facial Expressions In Real-time:  
Leveraging The Power of Deep  
Neural Network Technology

enablex

# 9 Face AI Modules: Solving The Big Recruitment Puzzle

The strength of EnableX Emotion AI-powered Video lies in its robust modular architecture. Being granular, it allows you to dynamically pick and choose single, multiple or all modules to fit your specific use cases.



## Face Detector

Detects number of faces and conduct deep analysis of the primary face.



## Gender

Estimates the most likely gender of the main face-Male or Female.



## Emotions

Detects 7 core emotions - anger, disgust, fear, surprise, happiness, sadness and neutral.



## Pose

Estimates the head pose rotation angles - pitch, roll and yaw.



## Age

Indicates the likely age range of the main face.



## Arousal Valence

Measures the emotional arousal and valence intensity.



## Facial Features

Decodes more than 30 face features-hair colour, shape of face, colour of lips etc.



## Wish

Detects the interest and sentiment of a customer.



## Attention

Evaluates the attention of a person on a continuous basis.



# EnableX Bringing Intelligence To Recruitment

## EnableX Key Features



### Emotion And Arousal Valence AI



### Attention AI



### Head Pose AI



### Face Detector AI



### High-quality Video Call



### Breakout Room

## Enables You To

Understand how candidates feel during an interview, whether they are angry, sad, happy, surprise etc.

Checks the overall level of attentiveness of interviewee and interviewers.

Tracks body position, eyes, and head movement to detect any suspicious activity during one-way or face-to-face virtual interviews.

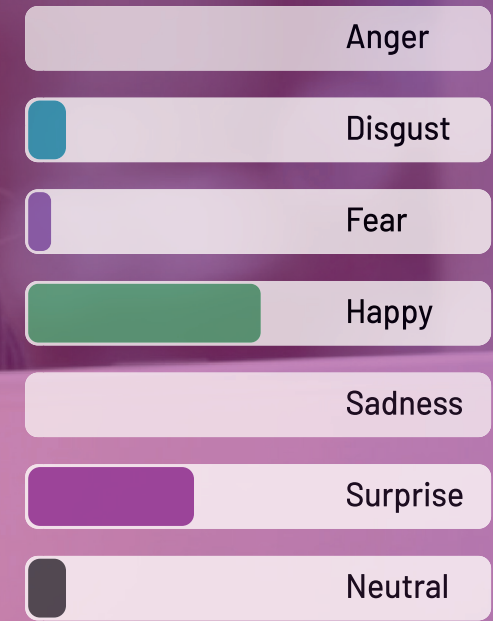
Eliminates the chances of any identity mischief using facial features of candidates

Enjoy a high-definition and feature-rich group calling experience.

Allows hiring managers to set up a “virtual waiting room” where candidates are assigned with tasks such as polling, psychometric test or reading an assignment before their live video interview starts

# Possible Real Life Use Cases

Video Interview With Emotion AI

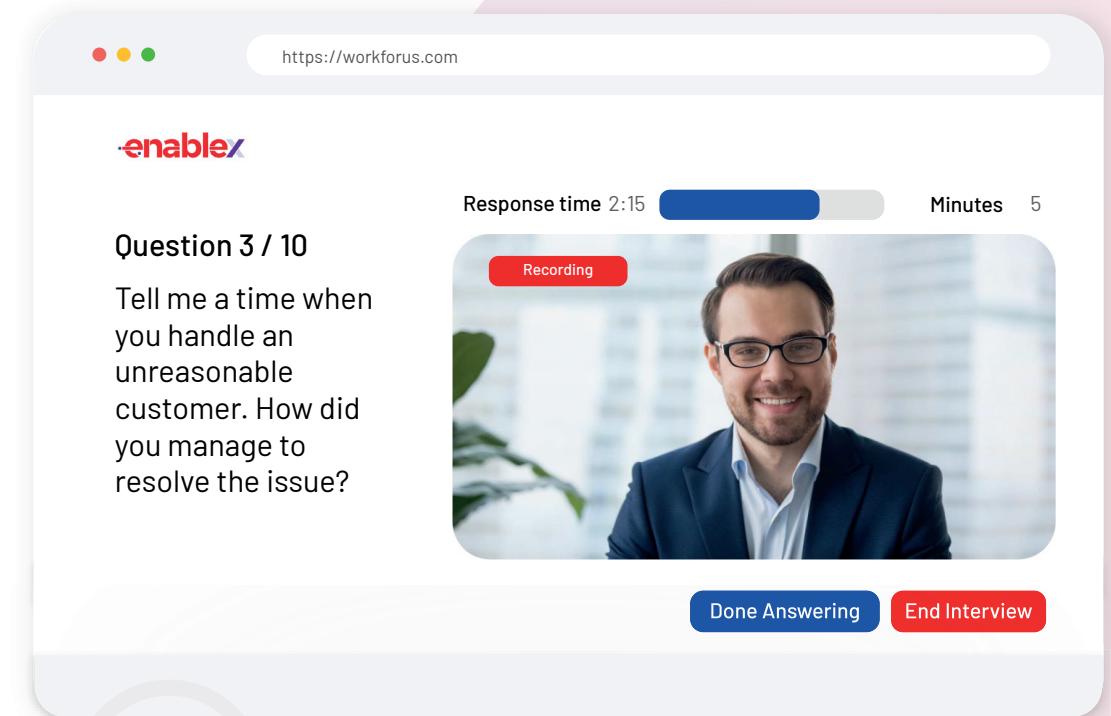


## One-way Self Introduction Video Interview

With EnableX Emotion AI One-way Video Interviews, both recruiters and candidates get a new level of technological experience.

A recruiter can share an invitation link to candidates with certain questions; candidates just need to click on the link and record their responses through any device, at their convenience.

Once done, recruiters can evaluate candidates' performance using the Emotion AI tool to decide whether to proceed to the next round or not.





## What it does



### **Conducts Video Interviews On-demand**

Interview-on-demand provides a simple and interactive one-way video interview experience to candidates where they can record and complete their responses anytime, anywhere through their browser.



### **Generates On-demand Dynamic Tests For Assessment**

A recruiter can choose from a library of screening questions, upload his/her own or get the AI to generate dynamic and relevant questions to assess candidates' attitude, temperament and suitability for the role.



### **Picks The Best-fit Candidates in the Initial Hiring Stage**

Using the EnableX Emotion AI signals, recruiters can analyse the facial expressions of candidates to evaluate quickly whether they possess right emotional attributes required for the role. It helps weed out unsuitable candidates in the early stage of recruitment.



### **Promotes Collaborative Decision-Making**

Hiring managers can review these self-recorded responses at a time that suits their convenience and every stakeholder in the process can share their opinion before the final decision is taken.

# Assessment Screening With Live or Automated Video Proctoring

Ensuring the credibility of assessment tests in virtual recruitment is a matter of paramount concern for recruiters.

Whether it is AI-proctoring (*i.e. using Emotion AI to detect any anomaly*) or human-proctoring (*similar to traditional in-person test supervision, but carried out digitally through live videos*), EnableX gives the ability to quickly point out identity mischief or any unusual activity and sends alerts instantly.



## What it does



### Verifies Candidate's Identity

EnableX technology ensures that the person giving the test is exactly the one they claim to be. Live videos paired with Emotion AI can help verify the identity of candidates by comparing their facial features with the shared identity card to avoid any chances of impersonation.



### Sends Red Flags/ Alerts

During online assessment test or one-way video interview sessions, Emotion AI can track body postures, eye and head movement and attention span to detect any "unusual activity" and sends alert to recruiter accordingly.



#### Question 1

Humphrey and Annie are working on a priority quality control exercise before the final delivery to the client. With just about a day left before the deadline, Annie finds out some of the test cases prepared by Humphrey are not relevant and based on wrong test scenarios. What is the most effective response?

- ☐ Annie informs their supervisor that Humphrey has mistakenly got the wrong set of test cases
- ☐ Annie informs their supervisor that she and Humphrey had mistakenly used some wrong set of test cases and both of them would be doubling up in order to meet the deadline.

Submit

Previous Next



Candidate



Proctor

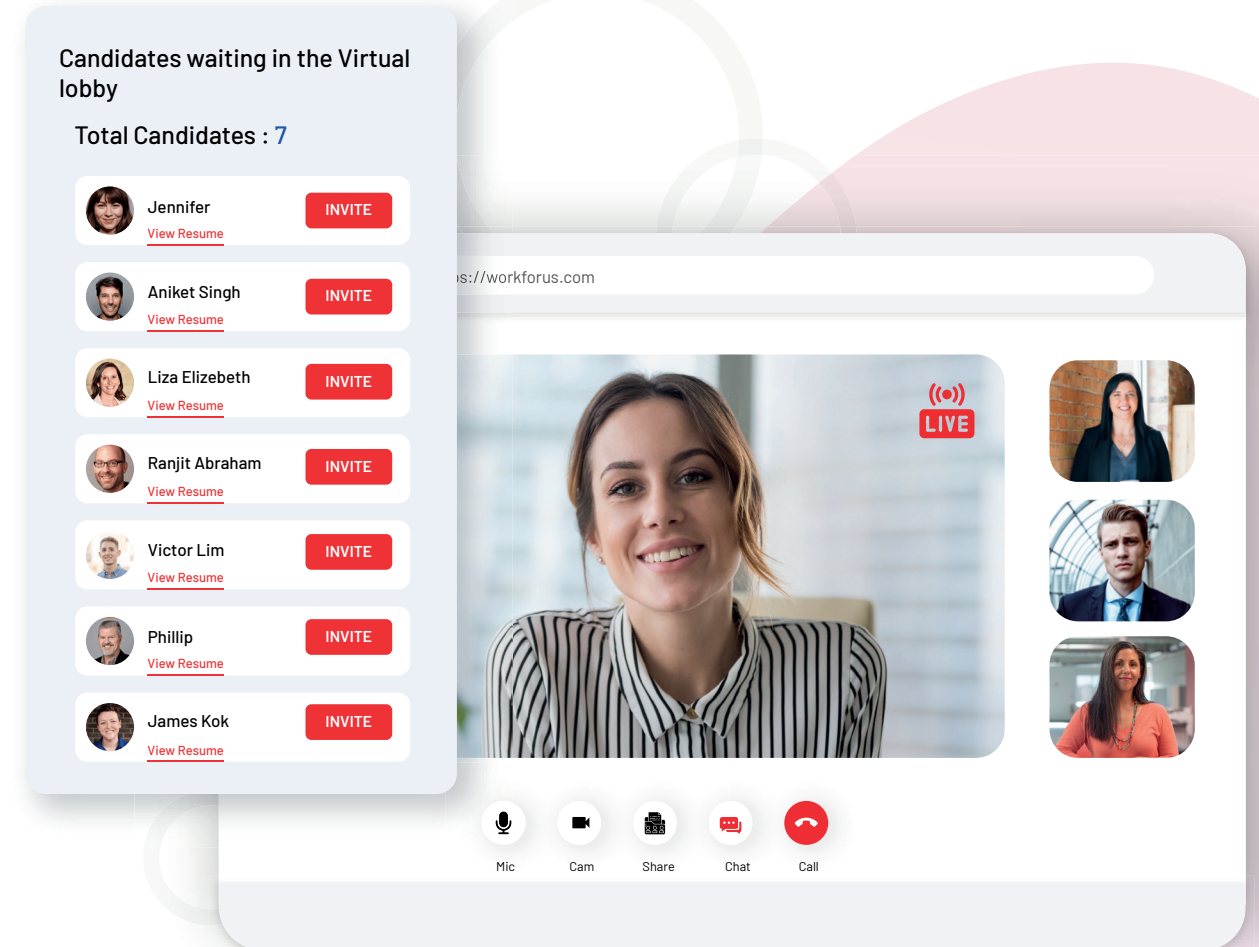
SUBMISSION HISTORY



# Conduct Live Video Interviews

Video interview has become an invaluable tool for companies looking to streamline the traditional interview process, increase efficiency, and target global talents

EnableX feature-rich Video, paired with Emotion AI, let recruiters create an engaging interview experience while using AI to make objective, unbiased and impartial hiring decisions



## What it does



### Breakout Room

EnableX lets recruiters set up a “virtual waiting room” where candidates are assigned with tasks such as polling, behavioural or cognitive ability test before they are called for live video interviews.



### One-to-One or Multi-party Live Video Interviews

With EnableX Live Video Interview, both recruiters and candidate can participate in one-to-one or multi-party video interviews by simply clicking on the URL. No download or installation of third-party software required.



### Emotion AI-powered Bias-free Recommendations

EnableX Emotion Recognition Technology can help hiring managers evaluate candidates purely on their facial expressions. It minimises unintentional human biases from recruitment.



### Check The Attentiveness Of Interviewers

EnableX Emotion AI allows recruiters to track the overall attentiveness. Not only can it track the candidates' attention span, it can also track the interviewers' attentiveness ensuring there is no bias judgement.



EnableX is a cloud-based communications platform for embedding video, voice, SMS and chat messaging into any apps and sites. Built on a carrier-grade platform, it offers developers with full stack of communications APIs and all the necessary toolkits to develop innovative and engaging communication experience.

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