

Solution Provider Profile

Spark Hire

November 2018

Company Background

SPARK HIRE

Company At-a-Glance	
Name of Product/Modules Offered	Spark Hire
Headquarters	1500 Skokie Boulevard Northbrook, IL 60062 United States of America
Year Founded	2010
Number of Employees	~40
Market Focus	Spark Hire is unique in that its product was originally developed for the SMB market, but over the years, Spark Hire has gone upmarket and developed a large base of enterprise customers.
Key Industry Verticals	Spark Hire's large customer base spans all industries.
Geographic Coverage	100+ countries
Top Customers	Ikea, Volkswagen, US Postal Service, BAE Systems, Love's
Total Users (Cloud)	5,000+ customers (organizations)
Pricing range per user	Spark Hire's pricing is transparent and listed on https://www.sparkhire.com/pricing
Solution Name	Spark Hire
Year product was originally launched	2012
Demo URL	Prospective customers can request a demo here: https://www.sparkhire.com/request-a-demo
Website	https://www.sparkhire.com

Product Overview

Spark Hire is the world's leading video interviewing platform with 5,000+ customers in over 100 countries. More organizations trust Spark Hire as their video interviewing provider than any other vendor in the space. Spark Hire's easy to use product, amazing customer service, unmatched integrations (~40 integrations with ATS,) and cost-effective pricing are some of the reasons that the company is the most popular video interviewing solution. In fact, Spark Hire recently won 7 out of the 7 potential awards in G2 Crowd's Video Interviewing Index Report and was named the Market Leader.

Spark Hire helps thousands of corporate recruiting teams make better decisions about which candidates advance in the hiring process. Benefits of Spark Hire for corporate recruiting teams include:

- Replace the phone screen
- Learn more about your candidates in less time
- Screen candidates faster than ever before
- Standardize the interviewing process
- Improve recruiter and hiring manager collaboration
- Eliminate scheduling challenges
- Review interviews anytime, anywhere
- Only invest time and effort into the best candidates
- Avoid bad in-person interviews

Spark Hire Helps 600+ recruiting firms efficiently connect with their candidates and improve how they are presented to clients. Benefits of Spark Hire for recruiting firms include:

- Get candidates in front of clients quicker
- Make your candidates more tangible to clients
- Gain an advantage over competitors not using video interviews
- Brand your firm as innovative to your candidates and clients
- Improve collaboration with clients so time is not wasted

- Build a digital library of video interviews that you can refer to at any time
- Connect with candidates no matter where they are located

Differentiators

With more than 5,000 customers in over 100 countries, Spark Hire has more than 5x the number of customers as the next closest vendor in the space.

- Spark Hire is easy to use. As the winner of all usability awards in G2 Crowd's Video Interviewing Index Report, Spark Hire is known for its easy to use platform.
- Spark Hire's features. Spark Hire recently won the Best Meets Requirements award in G2 Crowd's Video Interviewing Index Report showcasing that the features the company has developed best serve customer needs. Spark Hire's product roadmap prioritizes the development of features that will have the most significant impact on customer productivity. Outside of Spark Hire's core offering (video interviewing,) the company also provides an integrated interview scheduling tool along with an outbound video messaging solution.
- Spark Hire is affordable. Spark Hire's pricing is transparent and cost effective. Pricing plans can be viewed at <https://www.sparkhire.com/pricing> which allows customers to sign up at any time. Pricing is as low as \$49 per month and there are no contracts or setup fees. This makes it easy for organizations to try video interviews and keeps Spark Hire accountable for delivering a solid experience.
- Spark Hire's customer service. Spark Hire is consistently recognized for its amazing customer service. The company won every support award in G2 Crowd's Video Interviewing Index Report and is constantly praised by customers for delivering proactive, hands on, and friendly support for both customers and candidates.
- Spark Hire is built for organizations of all sizes. Spark Hire's customer base spans across all industries and company sizes. The company prides itself on not only providing an easy to use solution that delivers huge value for SMBs, but also enabling enterprise customers to successfully implement the product at scale.
- Spark Hire integrates with more applicant tracking systems. Spark Hire made a significant investment in integrating with applicant tracking systems which has led to the company launching significantly more integrations than any other video interview provider.

Features

A full list of features can be found on <https://www.sparkhire.com/tour> . Below are a handful of core features along with descriptions and screenshots.

One-Way Interview

Gain more insight on candidates in a fraction of the time by having candidates self-record video answers to your interview questions.

- Create text or video-based questions
- Limit think time
- Control the number of allotted takes
- Restrict max answer length

Live Interview

Interview candidates in real time no matter where they are and record the interview so it can be referred back to at a later time.

- Record full-length interviews
- Brand your interviews
- Conduct interviews directly in your web browser
- Receive concierge support

Interview Evaluation

Determine which candidates you like best, organize your shortlists, and easily get back to candidates that don't make it to the next round.

- Rate and comment on interviews
- Tag interviews for easy filtering
- Document rejection reasons
- Send rejection emails

Interview Collaboration

Make better decisions by sharing interviews with an unlimited number of hiring managers to collect instant feedback.

- Brand your shared interview landing page
- Anonymize candidate information
- Get real time notifications when videos are being watched
- Collect reviews from hiring managers without requiring them to log in

Interview Scheduler

Take the hassle out of scheduling interviews by empowering candidates to seamlessly book with you based on your calendar availability.

- Integrates with Google, iCloud, Outlook.com, Exchange, and Office365
- Create multiple event types and customize their settings
- Schedule interviews in bulk
- Use for scheduling all of your meetings

Video Messaging

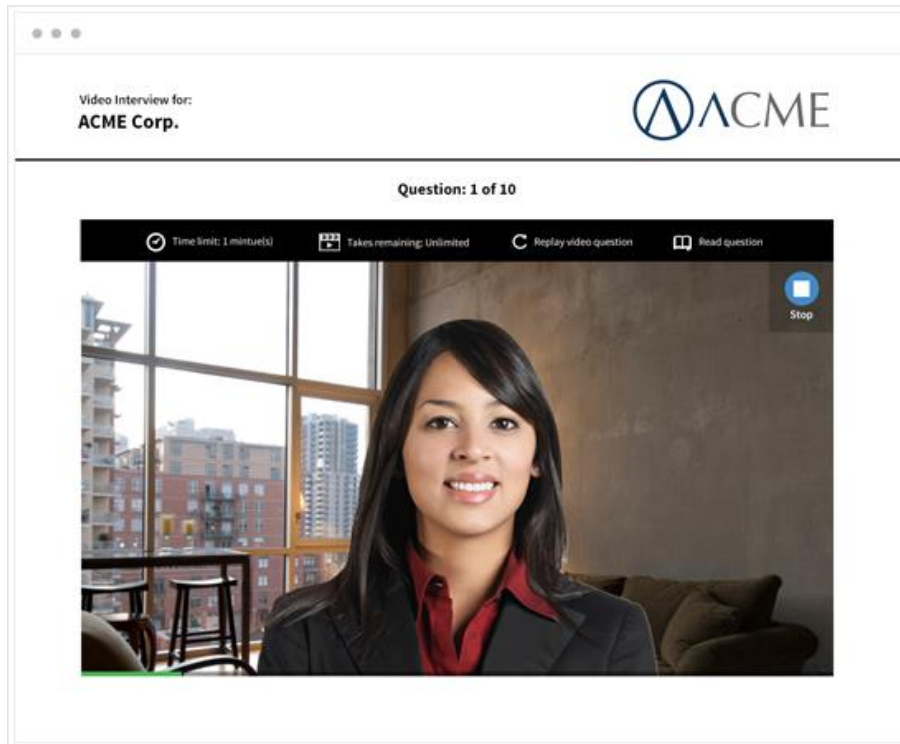
Create personalized and branded videos at scale to engage everyone in your recruiting process.

- Easily host and share branded videos
- Empower your recruiting team to stand out
- Track and get notified when video messages are viewed
- Leverage video in all phases of your recruiting process

Integrations

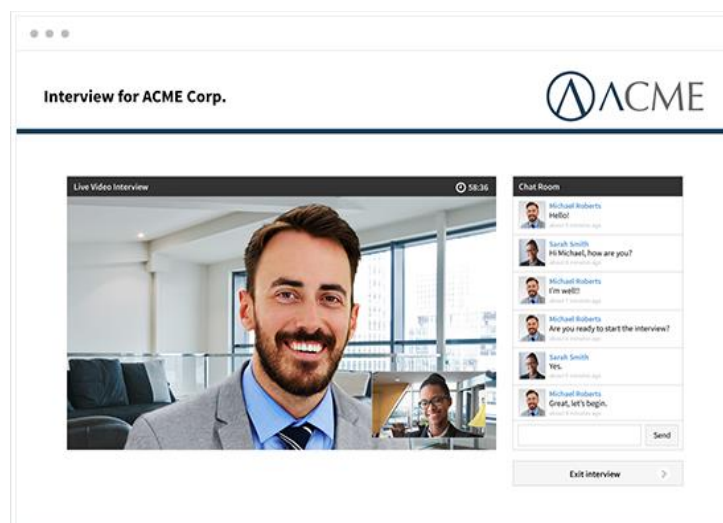
Spark Hire has integrations with almost 40 applicant tracking systems along with 1,000 productivity apps via Zapier. In addition, Spark Hire has a Google Chrome Extension which empowers customers to use Spark Hire no matter where they are on the web.

Figure 1: One-Way Video Interview



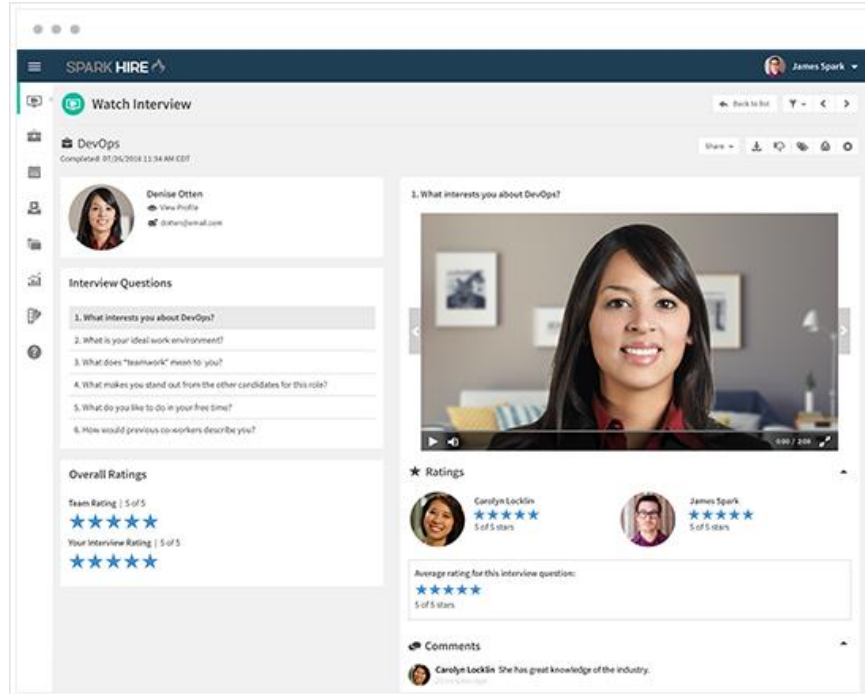
Source: Spark Hire

Figure 2: Candidate and Recruiter Connected in Live Video Interview



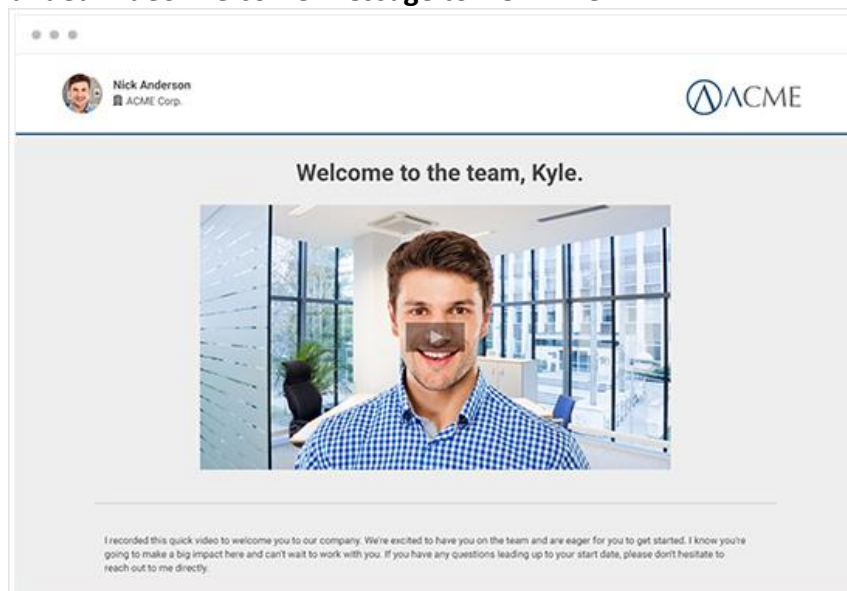
Source: Spark Hire

Figure 3: Recruiter Can Evaluate a One-Way Interview Submitted by Candidate



Source: Spark Hire

Figure 4: Branded Video Welcome Message to New Hire



Source: Spark Hire

The Analysts' Perspective

Spark Hire, a video-interviewing solution provider, founded just six years ago, has already amassed more than 5,000 customers, in more than 100 countries (administrative functionality is in English, candidate facing content can be in other languages). Most of their customers are within the SMB market (50 to 500 employees). About 10% to 12% of their customer base are recruiting and/or staffing firms. They accomplished this feat by offering a self-service model built with lots of functionality. Customers can simply select the pricing model that best fits their needs: features, cost, number of jobs, number of seats, and monthly/yearly subscription time frame.

It should be noted that Spark Hire is moving upstream to enterprise customers. Their product roadmap includes building the security and other compliance functionalities that are required by enterprise organizations.

Another item on their product roadmap is video messaging. Currently, customers can easily send batched (or individual) emails to candidates or employees that include videos and personalized messages. While their reporting indicates when the video message is opened, Phase 2 will incorporate campaign metrics. All emails can include the organization's branding and additional links, such as one for their interview scheduler.

Their solutions include live and one-way video interviews, interview scheduling, a video interview library, and the ability to rate and share interviews. All users can access the solution via their Android or iOS Mobile App, as well as desktop.

Unique functionalities include think time, or the amount of time a candidate can think about a question before answering, and sharing links which can be set so that the full profile of a candidate is hidden (names abbreviated, etc.). This latter functionality is useful for staffing firms who need to share their candidates with their customers without providing contact information. The think time functionality can prevent the candidate from looking up answers. The usual functionalities such as take settings (number of times a candidate can record their answers), interview tagging, and permission settings, are also available.

Spark Hire solutions are well-suited for the SMB market and recruiter/staffing firms due to the platform's ease of use, features, and subscription flexibility.

-Daria Friedman, Principal Analyst, Talent Acquisition

-Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst

About Brandon Hall Group

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