viddi

Virtual Spotter

viddi reduces time to hire, increases collaboration and enhances candidate quality for Virtual Spotter

Virtual Spotter supports boutique fitness studios with outsourced admin, allowing owners and key staff to focus on helping clients achieve fitness outcomes. The model allows studio owners to invest more time in the business, selling, coaching and building the community a studio needs to thrive.

Founded in 2021, Virtual Spotter is experiencing rapid growth, having hired some 70% of its 150+ headcount in the last 12 months.

Co-Founder and Head of Growth Courtney Joyce is keen to scale at speed but is also committed to ensuring he has quality candidates. In a traditional hiring process, moving fast can be challenging, particularly when dealing with candidates in various locations.

"For Virtual Spotter, gone are the days when deciding to progress a candidate can be based solely on reading a resume. We want to see and hear someone, get a sense of their energy and personality and whether they can problem-solve, how they think on their feet and how they handle challenging situations. You can't get any of that from a piece of paper," he says.

Initially, Courtney and his team used a free platform to do their interviews, but the lack of features quickly became an issue as the organisation grew.

> **"We needed more structure than the free platform allowed us. We already knew how valuable a video of a candidate can be in making a hiring decision, so we wanted something that would build on this capability."**

Increasing productivity

Enter viddi.

Now, Virtual Spotter has the structure to complete quality asynchronous videos and collaborate on the outcome. The structure supports Courtney and his team to get quality responses from candidates, and additional features like tagging help them review at speed.

"With viddi, however, we can review the videos as individual questions. This makes it easier to compare responses and focus on the relevant content. Initially, I wasn't sure I would use this functionality, but I have actually found a huge amount of value in it. It also really highlighted to me just how much time we were wasting moving back and forth through videos prior to viddi."

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Bringing resumes to life

Courtney also appreciates the timing option viddi offers.

"Setting time limits for candidate responses is a great tool because it means you can really see how they think on their feet, just as you would in an in-person interview," Courtney highlights.

Courtney adds that the video interview process is also a fantastic filtering tool for Virtual Spotter.

"One of the other great things about viddi is that the candidate must follow a process to make the video. It requires some skin in the game, filtering out those who don't actually want the role. So, if someone doesn't see the value or want to put the energy into making their video by the deadline, it says something about how much energy they'll put into the job."

Increasing collaboration and visibility

viddi has been a win for team collaboration and visibility too.

"Previously, we had to upload videos to a project management platform and move them between stages to indicate the applicant status, making notes on our thoughts on a candidate as we went along. It was all very manual and time-consuming.

"Now, with viddi, we collaborate and communicate within the platform, rating candidate performance. It's searchable too. If we need specific experience for a role, one of our recruitment team can tag us in relevant applications."

Reducing time to hire

Courtney says not only has viddi increased productivity and improved candidate quality but it's also reduced time to hire.

"Prior to using viddi, we were doing the video interview and progressing high-potential candidates to a standard 30–40 minute in-person interview before making a final decision. Now, because viddi gives us such high-quality, structured interviews, we progress only those we intend to hire. So, the interviews are quick and basically there to extend the job offer."

The team has been using viddi for almost six months and is seeing results.

"We've found great value from viddi. In particular, the communication and collaboration tools, the ability to structure, search and filter interviews, and the way it allows us to focus our time and energy on candidates who are truly interested in the role, have all been game-changers for Virtual Spotter," Courtney concludes.