



OrangeHRM and BSI Introduce Virtual Interviews with the World's Most Popular Free HRM Software

SECAUCUS, New Jersey – November 22, 2011– OrangeHRM, the world’s most popular open source HR solution provider today announced its partnership with Business Services, Inc. (BSI), a technology innovator and leader in video-based technologies, to bring applicant tracking and video interviewing to the OrangeHRM Open Source and OrangeHRM Live HRM solutions.

With this partnership OrangeHRM will provide BSI’s state-of-the-art Int-R-View Portfolio SaaS talent acquisition solution with customized online job application, resume upload, and video interviewing service for their (OrangeHRM’s) client base.

Always on the lookout for new features and functionality to integrate into their popular HRM platform, OrangeHRM took notice of the emergence of video enabled talent acquisition in the marketplace.

“As more and more companies are using web-based video interviewing to reduce costs and streamline their recruiting process it seemed like an obvious and critical functionality to add,” said Sujee Saparamadu, co-founder and CEO of OrangeHRM. “The Int-R-View solution was innovative and offered the essential features and functionality we needed to continue to provide our clients with a best-of-class experience throughout the HR process.”

"BSI has created an impressive cloud-based video interviewing solution in Int-R-View; Int-R-View will also be available with OrangeHRM Live." Sujee explained.

“We are very pleased by our partnership with OrangeHRM. Our selection by this industry leader is a tremendous endorsement of our technology and approach,” declared Steve Markman, president and CEO of BSI. “We have invested heavily to make our technology the most flexible, integratable, and scalable in the industry, while still being easy-to-use and offer a very low cost basis to provide the highest possible ROI for the customer.”



OrangeHRM now joins the elite rank of leading HRM and ATS vendors that provide integrated video interviewing.

Free Trial Evaluation

BSI and OrangeHRM are offering all OrangeHRM clients a free trial of Int-R-View Portfolio to evaluate the solution for themselves and experience the value of video interviewing first-hand. Once the initial free trial is over, clients can choose to keep Int-R-View Portfolio by selecting either a pay-as-you-go monthly subscription plan or a pre-paid annual subscription plan which includes generous discounts for volume quantities and multi-year commitments.

Best Practices for Using Video Interviewing for Recruiting

Video interviewing can dramatically improve a company's recruiting process. The benefits of video interviewing can be numerous and can include: accelerated time to hire, reduced cost of hire, increased quality of hires, expanded hiring pool, improved candidate satisfaction and retention, simplified consideration process, improved compliance, and more.

In terms of best practices for using video interviewing in recruiting, we have learned that companies see the best results when they:

1. Make recording a video interview a required, and not optional, part of the application process. We found that it is best if this is clearly stated in the job posting as well as the job application.
2. Design the online job application with sorting criteria to help sort applicants based on required or desired qualifications for the job.
3. Arrange the video interview process to immediately (without interrupt or delay) follow the job application and resume submission so applicants understand how important the video interview is in the decision process. Following this process, applicants will be compelled and motivated to record an interview which is advantageous for the recruiter / employer.
4. Carefully craft the interview questions. The questions asked in the interview system should be relevant to the position and reveal the applicant's skills in a way that is meaningful to the recruiter and hiring manager. It is also recommended that applicants be requested to provide specific examples in their video responses.



5. Establish a time limit for each response. The amount of time given to answer each question should not add up to more than 5-7 minutes. Brevity is important in getting to the point. We recommend 5-7 questions with no more than 1 minute allowed per response.

Video interviewing, when done right, can be used to streamline and automate a company's recruiting efforts – improving their hiring quality and efficiency while reducing their costs. Just as important for businesses, is that it allows the company to spend less time recruiting and more time focusing on its core business.

About OrangeHRM

OrangeHRM Inc., located in Secaucus, NJ, is a highly flexible, emerging organization that specializes in affordable Human Resources Management (HRM), also known as Human Capital Management (HCM) for SME's. The open source OrangeHRM product suite includes an array of modules that provide personal information management (PIM), employee self-service (ESS), leave management, time and attendance tracking (PTO), performance evaluation and recruitment, all at no cost. OrangeHRM has been downloaded more than 600,000 times and has over a million users worldwide.

OrangeHRM also offers a subscription-based, hosted service that eliminates the need for installing and maintaining the product internally.

About Business Services, Inc.

Business Services, Inc. (BSI) brings business process innovation to the enterprise and helps companies of all sizes drive bottom line results through the creation of new products and services. BSI's flagship product, Int-R-View, is a breakthrough software-as-a-service (SaaS) video interviewing solution that delivers an advanced approach to interviewing — transforming the talent acquisition process to provide a better and more efficient experience for recruiters, hiring managers, and job seekers.

Founded in 2009, BSI is a privately held company with corporate offices in San Jose, California. For more information about BSI, please visit www.bsi-innovates.com.