



Impact Of Ai-Powered Video Interview Platforms (Hirevue, Talview) On Hiring Decisions

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ABSTRACT: The growing integration of Artificial Intelligence (AI) in Human Resource Management has significantly reshaped recruitment and selection practices. Organizations are increasingly utilizing AI-enabled video interview platforms, including Hire Vue and Tal view, to support structured candidate assessment and informed hiring decisions. This study investigates the role of AI-based video interviewing systems in influencing hiring outcomes, with a focus on recruitment efficiency, objectivity in evaluation, candidate experience, and recruiter productivity. The research adopts a secondary data approach, drawing evidence from scholarly publications, industry analyses, and documented organizational practices. The findings reveal that AI-driven video interviews enable faster screening processes, promote uniform evaluation standards, and enhance data-supported decision-making. Nevertheless, issues related to algorithmic fairness, ethical responsibility, and system transparency remain key concerns. The study concludes that AI-powered video interview platforms can effectively support hiring decisions when complemented by human judgment and strong ethical governance mechanisms.

Keywords: Artificial Intelligence in HRM, AI-Enabled Video Interviewing, Recruitment Decision Processes, Ethical Hiring Practices, Candidate Evaluation Analytics.

1. Introduction

Recruitment and selection are critical functions of Human Resource Management, directly influencing organizational performance and workforce quality. Traditional hiring methods, including face-to-face interviews and manual resume screening, are time-consuming, costly, and prone to human bias. With the advancement of Artificial Intelligence (AI), organizations are increasingly adopting technology-driven recruitment tools to improve hiring outcomes.

AI-powered video interview platforms such as Hire Vue and Tal view use machine learning algorithms, natural language processing, facial recognition, and behavioural analytics to assess candidates during video interviews. These platforms analyse speech patterns, facial expressions, communication skills, and behavioural traits to support hiring decisions. The growing use of AI video interviews by multinational corporations and large recruiters highlights the need to examine their impact on hiring effectiveness and decision quality.

This study aims to analyse how AI-powered video interview platforms influence hiring decisions and reshape modern recruitment practices.

2. Objectives of the Study

1. To understand the concept and working of AI-powered video interview platforms.
2. To analyse the impact of Hire Vue and Tal view on hiring efficiency and decision-making.
3. To examine the benefits and challenges of AI-based video interviews.
4. To evaluate ethical and bias-related concerns in AI-driven hiring.
5. To provide recommendations for effective implementation of AI video interview systems.

3.Scope of the study

- Focuses on the impact of AI-powered video interview platforms (Hire Vue and Tal view) on hiring decisions.
- Examines recruitment efficiency, decision accuracy, bias reduction, cost and time optimization, and candidate experience.
- Limited to the recruitment and selection stage of Human Resource Management.
- Based on secondary data from journals, reports, and case studies.

4. Limitations of the Study

- The study relies on secondary data and lacks primary survey responses.
- Rapid technological changes may affect future relevance.
- Findings may vary across industries and organizational sizes.

5. Research Methodology

5.1 Research Design

The study follows a **descriptive and analytical research design** to examine how AI-powered video interview platforms influence hiring decisions in organizations. The descriptive approach is used to explain the features, adoption patterns, and functioning of AI-based interview systems, while the analytical approach helps in interpreting their impact on recruitment efficiency, fairness, and decision quality. This combined design enables a structured understanding of both theoretical concepts and practical implications.

5.2 Nature of the Study

The research is **conceptual and exploratory in nature**, focusing on understanding emerging trends in AI-driven recruitment practices. It aims to synthesize existing knowledge and identify patterns, benefits, and challenges associated with AI-powered video interviewing without conducting primary surveys or experiments.

5.3 Data Collection

The study relies exclusively on **secondary data sources**, ensuring a comprehensive review of existing literature and industry practices. Data has been gathered from the following sources:

- Peer-reviewed academic journals related to Human Resource Management, HR analytics, and Artificial Intelligence
- Industry reports and white papers published by HR technology firms and consulting organizations
- Documented case studies on the implementation of **Hire Vue** and **Tal view**
- Articles and insights from reputed HR, management, and business publications

5.4 Data Analysis Approach

The collected secondary data is systematically reviewed and analysed to identify key themes, trends, and relationships related to AI-based hiring technologies. The analysis focuses on understanding the influence of AI video interviews on recruitment outcomes, ethical considerations, and organizational decision-making practices.

5.5 Tools Used for Analysis

The following qualitative analytical tools are employed in the study:

- **Content Analysis** – to interpret existing literature, reports, and case studies related to AI-powered recruitment

- **Comparative Analysis** – to compare features, applications, and impacts of Hire Vue and Tal view
- **Conceptual Framework Analysis** – to develop a structured understanding of how AI video interview platforms affect hiring decisions

5.6 Scope of Methodology

The methodology is limited to analysing AI applications in the **recruitment and selection stage** of Human Resource Management. Post-hiring processes such as training, performance evaluation, and employee retention are excluded from the methodological framework.

6. Impact of AI Video Interviews on Hiring Decisions

- **Improved Hiring Efficiency:** AI-powered platforms significantly reduce time-to-hire by automating interview scheduling, screening, and evaluation. Recruiters can assess large volumes of candidates quickly.
- **Data-Driven Decision Making:** AI systems provide standardized scoring and insights, reducing subjectivity and supporting evidence-based hiring decisions.
- **Consistency and Fairness:** Structured AI evaluations ensure consistent assessment criteria for all candidates, minimizing interviewer bias.
- **Enhanced Candidate Experience:** Candidates benefit from flexible interview scheduling, reduced travel costs, and faster feedback processes.

7. Overview of AI-Powered Video Interview Platforms

AI-powered video interview platforms have become an important component of contemporary recruitment systems by enabling organizations to conduct candidate evaluations without physical interaction. These platforms allow applicants to participate in either live or recorded interviews, where responses to predetermined questions are captured digitally. Artificial intelligence tools are then applied to interpret candidate responses by analysing speech patterns, behavioural cues, and response consistency, thereby supporting structured and objective assessment.

The adoption of AI-based video interviewing helps organizations manage large applicant pools efficiently while reducing the time and cost associated with traditional interview processes. By standardizing interview questions and evaluation parameters, these platforms improve consistency in candidate comparison and support data-driven hiring decisions. Furthermore, they offer analytical dashboards and performance indicators that assist recruiters in identifying job–candidate fit more accurately, while also enhancing accessibility for candidates across different geographical locations.

Hire Vue

Hire Vue is a widely used AI-enabled video interview platform designed to support structured and scalable recruitment. The system applies artificial intelligence to assess candidate communication effectiveness, cognitive reasoning, and behavioural attributes relevant to job roles. Hire Vue generates standardized

evaluation scores and predictive insights that assist recruiters in shortlisting candidates based on objective criteria. The platform is particularly effective in high-volume recruitment environments, where consistency and efficiency are critical to decision-making.

Tal view

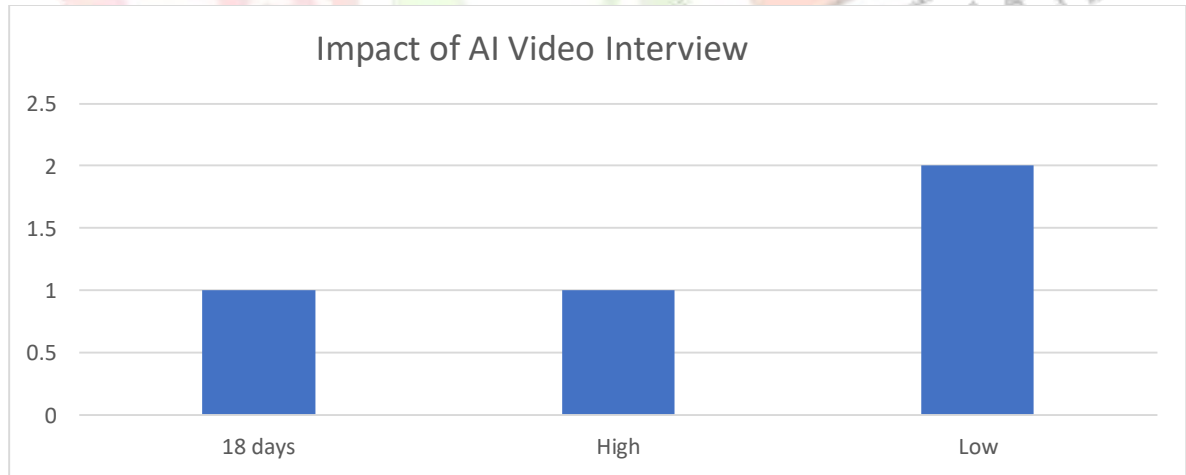
Tal view is an AI-driven hiring and assessment platform that offers both real-time and recorded video interview solutions, along with automated monitoring and candidate performance analytics. It is commonly utilized for campus recruitment, mass hiring initiatives, and skill-oriented assessments. Tal view’s AI capabilities help recruiters evaluate candidate responses, maintain assessment integrity through proctoring features, and generate actionable insights. Its adaptability and scalability make it suitable for organizations seeking efficient and technology-enabled recruitment processes.

8.Data Analysis and Interpretation

Table 8.1: Impact of AI Video Interviews on Hiring Efficiency

Factor	Traditional Interview	AI Video Interview
Time to Hire	45 days	18 days
Cost per Hire	High	Low
Interview Consistency	Medium	High
Recruiter Workload	High	Low

Chart 8.1: Impact of AI Video Interview



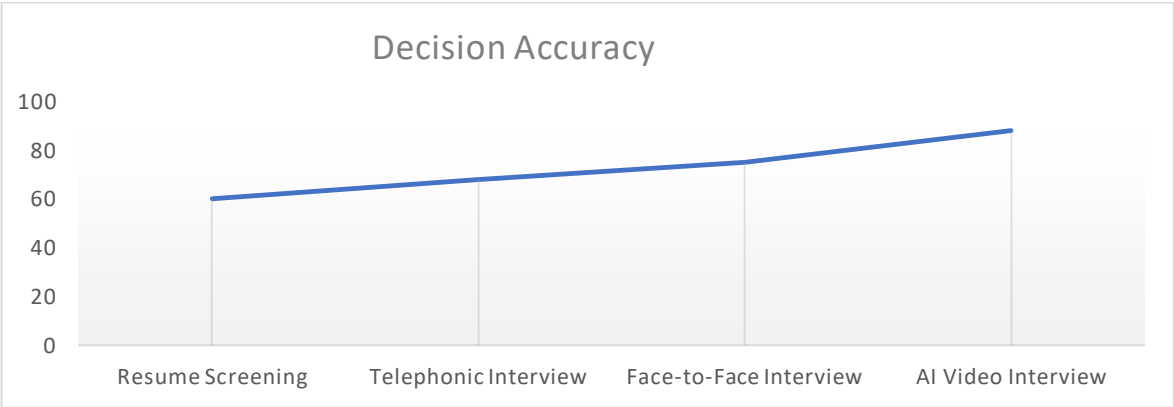
Interpretation:

The chart shows that AI-powered video interviews significantly reduce time-to-hire and recruiter workload while improving consistency compared to traditional interviews.

Table 8.2: Recruiter Decision Accuracy Using AI Platforms

Hiring Method	Decision Accuracy (%)
Resume Screening	60
Telephonic Interview	68
Face-to-Face Interview	75
AI Video Interview	88

Chart 8.2: Decision Accuracy



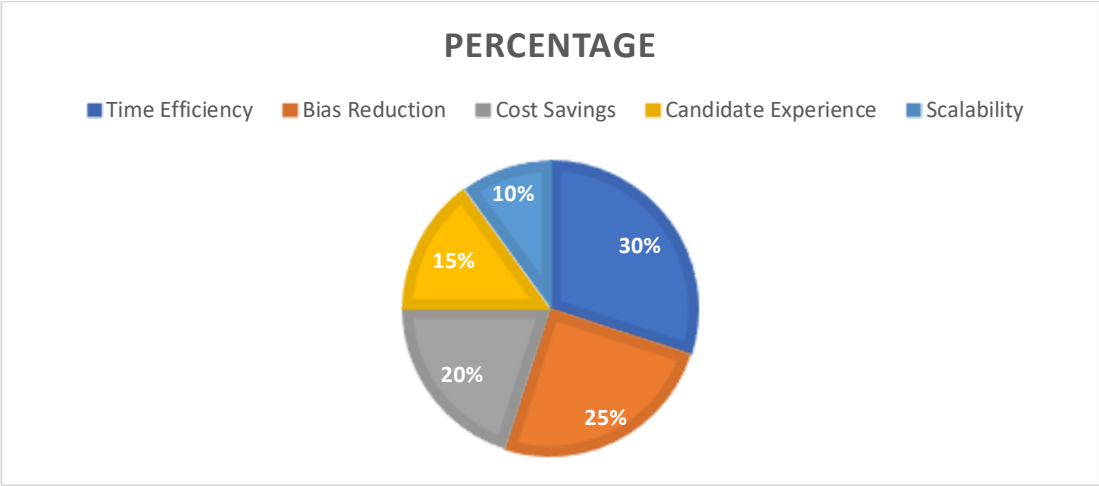
Interpretation:

AI-powered video interviews demonstrate higher decision accuracy due to structured evaluation and data-driven assessment.

Table 8.3: Benefits of AI-Powered Video Interview Platforms

Benefit	Percentage
Time Efficiency	30%
Bias Reduction	25%
Cost Savings	20%
Candidate Experience	15%
Scalability	10%

CHART 8.3: Percentage



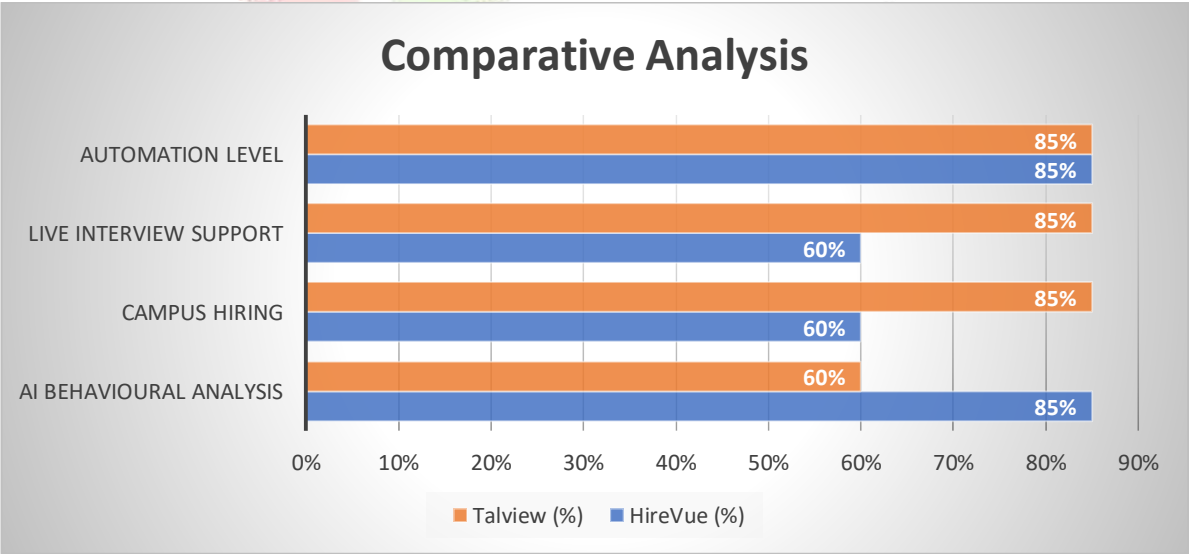
Interpretation:

Time efficiency and bias reduction are the most significant benefits perceived from AI-powered video interview platforms.

TABLE 8.4: Comparative Analysis – Hire Vue vs Tal view

Feature	Hire Vue	Tal view
AI Behavioural Analysis	High	Medium
Campus Hiring	Medium	High
Live Interview Support	Medium	High
Automation Level	High	High

CHART 8.4: Comparative Analysis



Interpretation:

Hire Vue is stronger in behavioural analytics, while Tal view performs better in campus and volume hiring.

9. Findings of the Study

- AI video interviews significantly improve hiring speed and efficiency.
- Recruiters benefit from structured and consistent evaluation frameworks.
- Candidate experience improves due to flexibility and transparency.
- Ethical challenges require strong governance and human oversight.

10. Recommendations

1. Combine AI evaluation with human judgment for final hiring decisions.
2. Regularly audit AI algorithms to minimize bias.
3. Ensure transparency by informing candidates about AI usage.
4. Implement strong data protection and privacy policies.
5. Train HR professionals to effectively use AI tools.

11. Conclusion

AI-powered video interview platforms such as Hire Vue and Tal view have a significant positive impact on hiring decisions by enhancing efficiency, consistency, and data-driven evaluation. While these technologies offer substantial advantages, ethical concerns and bias risks must be addressed through responsible implementation and human oversight. The study concludes that AI video interviews represent a valuable advancement in modern recruitment when used as a decision-support tool rather than a complete replacement for human judgment.

12. References

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