



Case Study:

Mustard Jobs

Expedites Recruitment Process and Lowers Travel Costs with Logitech ConferenceCam

Recruiting firm uses Logitech ConferenceCam to interview and screen candidates for international clients

Company

Mustard Jobs

Industry

Recruiting

Location

Bristol, UK

Website

www.mustardjobs.co.uk

Overview

Mustard Jobs is a specialist recruitment agency working across the design sector in the UK and internationally. Mustard Jobs recruits for jobs in architecture, interior design, landscape architecture, urban design, graphic design, and retail and exhibition design.

Mustard Jobs is a specialist recruitment agency working in the design sector, focused on recruiting for jobs in architecture, interior design, landscape architecture, urban design, graphic design, and retail and exhibition design. Based in Bristol, United Kingdom, 120 miles west of London, and with clients across the United Kingdom, Africa, the Middle East, and the Far East and candidates from the United Kingdom, Europe, and the United States, Mustard Jobs is always looking for new ways to facilitate the recruitment process and help find the best candidates for the job.

As an early technology adopter, Mustard Jobs began to look for a small group video communications solution to help screen potential candidates but as a mid-size firm, budget was a key consideration. Balancing the need for professional audio-visual quality and reliability with affordability, Mustard Jobs chose to standardize on the Logitech BCC950 ConferenceCam because it combines a full HD webcam with a high-quality, full-duplex speakerphone in one affordable USB device. The company uses Skype as its videoconferencing platform.

“We wanted a tool that would allow us to effectively interview and screen candidates so we can better understand who they are and ensure a proper fit before we connect them to our clients,” said Dave Madden, director and founder at Mustard Jobs. “We chose the Logitech BCC950 ConferenceCam because it is a professional-grade video conferencing solution for small groups that is easy to install and delivers superior image and audio quality without breaking the bank.”

Video Quality Key in Recruiting

Video quality is critical for effective communications, particularly for the recruiters at Mustard Jobs who are trying to connect candidates and clients located miles apart. “Face-to-face communication is critical because it enables us to read facial expressions and body language to gain a better sense of the chemistry between the candidate and client, which is a big factor in successful recruiting, especially for executive level roles,” explained Madden. And because those interviews often involve several people, Mustard wanted a professional video conferencing solution designed for small group video meetings. Now with the Logitech ConferenceCam, Mustard and client interviewers no longer need to huddle closely around a single PC webcam.

Delivering professional HD video, the Logitech BCC950 ConferenceCam includes a high-quality webcam sensor and Logitech RightLight 2 Technology to improve visual quality in low light and backlit situations. With an advanced webcam lens design by Carl Zeiss, a leader in the optics industry, a 78-degree field of view, and 180-degree pan, tilt, zoom to ensure that everyone in the room can be seen, the Logitech BCC950 ConferenceCam has garnered a positive reaction from all users.

“Clients use the Logitech ConferenceCam to conduct formal interviews instead of depending on less-effective telephone interviews to prescreen candidates,” added Madden. “Video communication elicits a richer and more enlightening response from applicants than telephone interviews do. We can use this added



information to make more informative recommendations that lead to better hiring decisions.” Clear image quality also helps the firm’s international recruiters when they encounter language issues during the interview process. “It is much easier to understand someone when you can see them – it definitely helps you get the gist of what they are saying.”

Audio Exceeds Expectations

The recruiters at Mustard Jobs have also been very impressed with the audio quality delivered by the Logitech BCC950 ConferenceCam, which includes a built-in, full duplex speakerphone and noise-cancelling microphone that allows all meeting members to clearly hear and be heard up to eight feet away from where the speaker is located in the corner of the boardroom. The Logitech BCC950 ConferenceCam also offers omni-directional sound and echo cancellation audio, which make it seem like conversations are actually happening in the same room. “Audio quality is as important as video quality when conducting job interviews, especially with several people in the room,” said Madden. “We were expecting a small speaker kind of sound, but we have been very pleased with the high-quality audio capabilities of the Logitech solution.”

User-friendly Conferencing

Most traditional video conferencing systems are complex and difficult to use, but the Logitech BCC950 ConferenceCam is very user-friendly. “The Logitech ConferenceCam was simple to install. It does everything it claims it can and everything we need it to do – and more,” noted Madden. “There is no doubt that it is a very easy piece of equipment to use.” The remote control and base button control options that control the pan, tilt, and zoom, volume, mute, and answer/hang up functions make conducting a call, especially with multiple users, very straightforward. “The remote control has become a popular device in the office – everybody wants to use it,” said Madden.

Saving Time and Money

According to Madden, the Logitech BCC950 ConferenceCam has already paid for itself because it helps to dramatically expedite the recruitment process by giving consultants more information with which to make smart hiring recommendations. “Used daily by our recruiters, the Logitech ConferenceCam saves us a significant amount of time because we can more effectively determine whether to move forward or dismiss a candidate much earlier in the process,” commented Madden.

“By interviewing candidates using the Logitech ConferenceCam, our clients can strategically screen applicants from a distance and avoid the high travel costs associated with bringing potential candidates in for live interviews.”

Dave Madden, Director and Founder
Mustard Jobs

A Solid Brand Name

Mustard Jobs also uses Logitech’s business solutions including keyboards and mice to improve productivity across its office environment. “Logitech is a solid brand-name company that delivers high-quality peripherals that help us get our job done,” concluded Madden. “There are lots of different peripheral and video conferencing options out there but they don’t provide the quality, reliability, and affordability that Logitech offers.”

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Challenges

- Enable effective small group video conferencing between candidates, recruiters, and clients
- Ensure high-quality video and audio that is cost-effective
- Deploy an easy-to-install and user-friendly solution

Solutions

The Logitech BCC950 ConferenceCam delivers professional HD image quality, audio, and reliability needed to effectively interview and screen candidates for international clients

Benefits

- Affordable professional-grade small group video conferencing solution
- Superior image quality in all lighting conditions and excellent field of view for multiple users
- Excellent audio quality for natural, clear sound to enhance interview process
- Expedite recruiting process and more effectively screen candidates
- Reduce business travel costs

Toolkit



Logitech BCC950 ConferenceCam



Logitech mice



Logitech keyboards