

Research Methodology

The data for this white paper derives from the user data of 200,000 randomly selected interviews completed on the Sonru system along with the findings from over 30,000 respondents who have volunteered to

complete a survey which was made available to all candidates completing automated video interviews for Sonru clients between May 2011 and April 2015.

"Given that this is the fifth volume of our hugely popular white papers on the candidate experience of video interviewing, it seemed fitting to publish a more extensive update. This white paper, entitled "200,000 Insights on the Candidate Experience of Video Interviewing," presents actual user data along with key findings from the candidate surveys. We've also included some new data such as the time and device used to complete the interviews.

One of the more interesting aspects to this white paper is the grouping of responses by year since we began to formally collect candidate feedback. The shift in findings clearly demonstrates how far video interviewing has come since we started collecting this data in 2011."

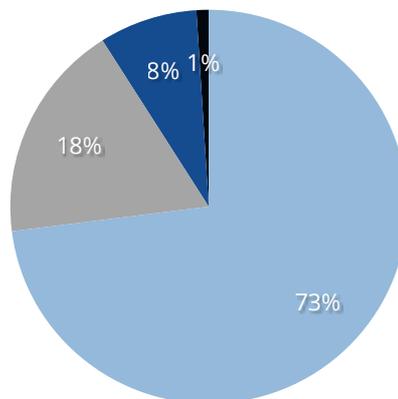
Maiken O'Byrne, Head of Client Support, Sonru

Research highlights include - Demographic Profile of Respondents

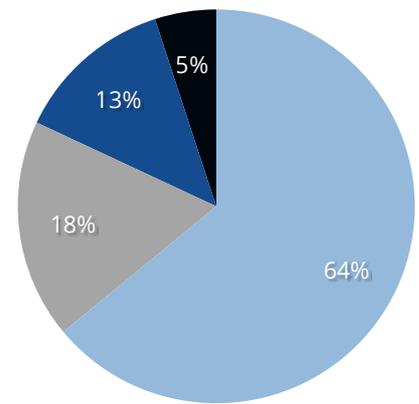
With respect to respondent profiles, there appears to be a shift in the demographic data (age, gender and roles) since Sonru first began collecting candidate feedback in 2011.

A significant increase in the proportion of candidates from the older age groups was found when comparing year one to year four.

Age of Respondents Year 1, 2011-2012



Age of Respondents Year 4, 2014 -2015



● Under 35 ● 35-44 ● 45-54 ● Over 55

The Candidate Experience

"I think the video interview was a great experience. It was a great tool in enabling me to think on the spot and gave me a taste of what to expect in a personal interview."

"This is a great way to interview a candidate without having to match schedules."

"As a candidate you are able to showcase your personality via this video."

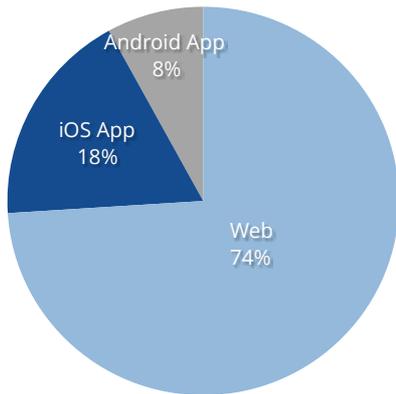
"The experience of watching myself answering questions under stress, this will be useful for me for future interviews."

"Sonru's ethos has always been candidate-centric and feedback has always been hugely positive. Together with our support white papers, we can provide clients and potential users with evidence of the positive impact in adopting innovative technology into the recruitment process."

Edward Hendrick, Sonru Founder & CEO

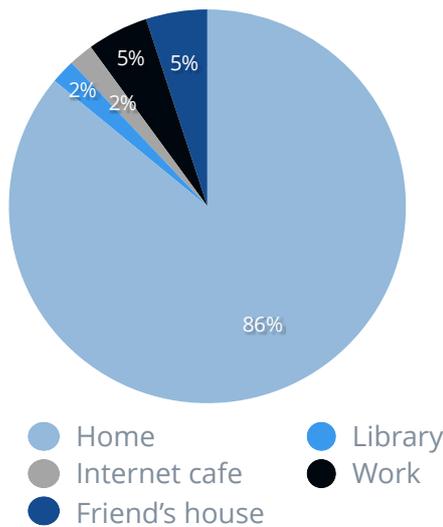
Interview Completion

Device used to complete Interview



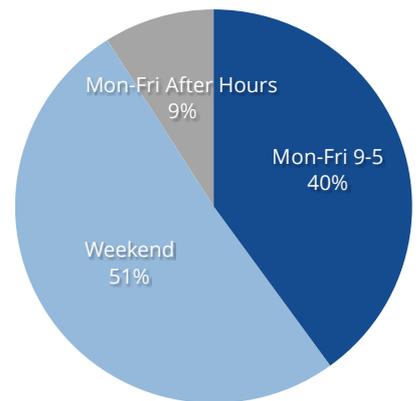
Mobile completion is growing. Over one quarter of Sonru candidates (26%) have completed their interviews on mobile devices with iOS emerging as more popular.

Location of Interview



The majority of respondents (86%) completed their video interviews from home. There was a jump of home completions from 76% in 2013 to 86% for 2015 and a 40% decrease in those completing interviews in friends' houses over the same time frame.

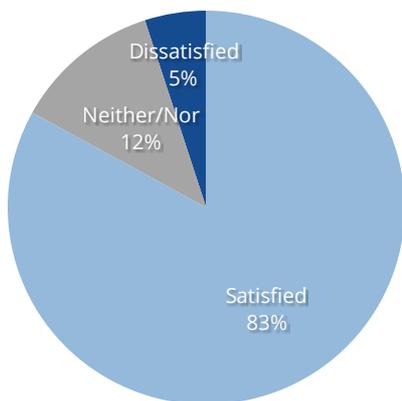
Time of Interview Completion



Almost two thirds (60%) of Sonru interviews are completed outside business hours. The flexibility that asynchronous video interviewing offers is reflected in the perceived benefits for candidates as outlined in the full white paper.

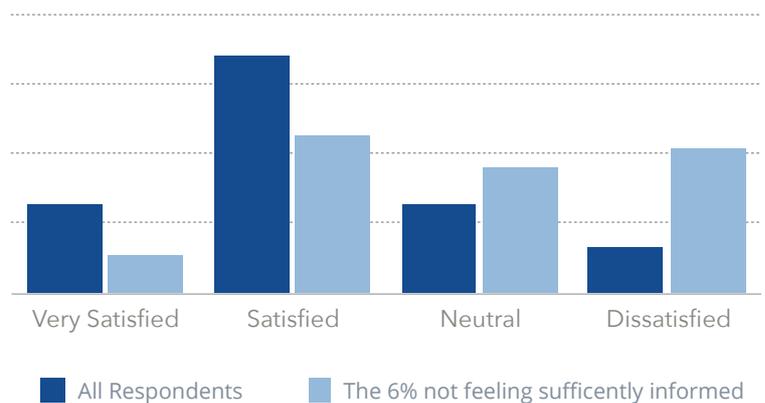
Communication Increases Candidate Satisfaction

Levels of Satisfaction with Overall Candidate Experience



The majority of respondents (94%) felt sufficiently informed about what was required prior to starting the interview. However, when we looked more closely at the 6% of respondents who said they didn't feel sufficiently informed, an interesting finding emerged:

Levels of Satisfaction by Feeling Informed



Information and Feeling Informed Directly Affects Satisfaction Levels.

More candidates not feeling sufficiently informed before the interview had chosen either dissatisfied or neutral in terms of their overall experience.

It's become clear that companies that take the time to effectively communicate what the video interviewing element of the recruitment process involves, along with detailed guidelines for the candidate will result in providing a more satisfying experience for all candidates.