Client Experiences of Video Interviewing, Assessment & Selection

Research Methodology

Over 100 Sonru users from over 40 client companies volunteered to complete an online survey in June 2012.

The key findings from more than twenty in-depth interviews (conducted in the development of client case studies since August 2010) have also been included.

Research highlights include:

The initial drivers for using Sonru differed considerably to the actual benefits derived.

Almost half of the respondents (48%) cited some form of shortlisting, screening or seeing the candidates as the key benefit to using Sonru's automated video interviewing solution.
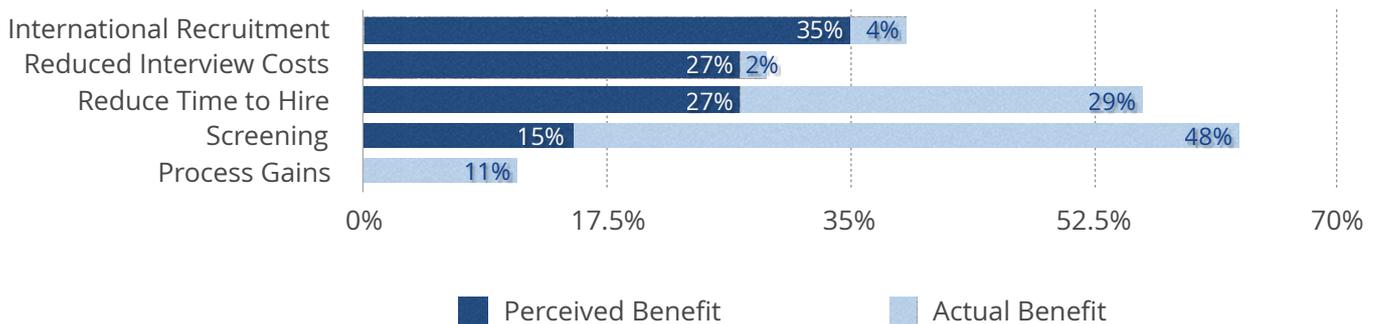
Reduced time to hire featured prominently in both the perceived and actual benefit questions with several respondents stating they had pre-screened more candidates and simultaneously decreased the time to hire.

Over 90% satisfaction levels were recorded.

Flexibility regarding viewing videos (36%) and accommodating different time zones/locations (33%) were also recorded as gains to the recruitment process.

70% of respondents felt using Sonru had helped them to 'bring better candidates forward to the next stage of the recruitment process.'

Perceived Vs Actual Benefits

	Perceived Benefit	Actual Benefit
International Recruitment	35%	4%
Reduced Interview Costs	27%	2%
Reduce Time to Hire	27%	29%
Screening	15%	48%
Process Gains		11%

"In a recent case one of our users ran a selection process with Sonru and then another one without it, and realised the difference in the quality of the invited candidates on the day of the selection board. He then got back to us saying 'I will insist on using the video interviews for better filtering next time, it helps us so much in saving time for the members of the selection board, no more useless invitations."

- Client

"We are able to interview our hundreds of candidates in less time and it's easier to manage where they are in the process. We have clear deadlines set for them and the onus is on them to complete their interview. There are no limitations in terms of geographic location of the interview, availability of an interviewer, time constraints for the candidate etc. We love it

- Client