

Research Methodology

The data for this white paper derives from a quantitative analysis of over 12,000 randomly selected interview campaigns and the user data of 200,000 randomly selected interviews completed on the Sonru system.

The findings from over 30,000 surveys, made available to all candidates completing automated video interviews for Sonru clients between May 2011 and March 2015, are also presented.

Data relating to 1,479 candidates (from 97 hiring companies / 326 individual campaigns) on the system who did not complete their Video Interview was also analysed, along with survey findings from about 90 of these candidates.

"Since 2007, we have been observing how our clients implement video interviewing and we are always keen to share these best practice tips across our client base. This year we decided to do something very different - research the user data of over 12,000 randomly selected interview campaigns completed on the Sonru system to identify if there were any correlations or similarities in the implementation and communication around the most successful campaigns.

The findings of this white paper present a blue print for Video Interviewing BEST PRACTICE based entirely on an empirical evaluation of Sonru clients' success factors and the results are really quite exciting. Anyone can improve their video interviewing implementation by following the lessons from these leaders."

Maiken O'Byrne,
Head of Client Success, Sonru

Research Highlights

The average completion rate of the 12,000 interview campaigns analysed was 72%. However, when we looked deeper into the data, we found that:

45% of all interviews analysed had a 100% completion rate.

Lessons from the Best

- Use Video Introductions as a Best Practice
- Use a Branded Account as a Best Practice
- Best Practice for Number of Questions: 5-8
- Best Practice for Average Question Time: 1.5 - 2.5 mins
- Ideal Interview Length: 10-14 mins
- Ideal Interview Title: 3-6 words

Key Learnings From Non-Completions

- Reduce uncertainty
- Highlight advantages
- Reduce impersonal nature
- Ensure equal access

Completion Rate Breakdown by Interview Campaigns

