

Research
Methodology

The data for this white paper derives from the user data of over 1 million interviews completed on the Sonru system along with the findings from over 154,000 respondents who volunteered to complete a survey.

The survey was made available to all candidates completing automated video interviews for Sonru clients between May 2011 and December 2018.

"From the very beginning, Sonru's ethos has always been candidate-centric. There's a big difference in talking about how happy candidates are using a product and proving it to prospective customers unsure of the consequences of introducing disruptive technology. So in the Summer of 2011, we decided to redress this by formalising our candidate research process to provide clients and potential users with evidence of the positive impact of introducing an entirely new step into their recruitment process.

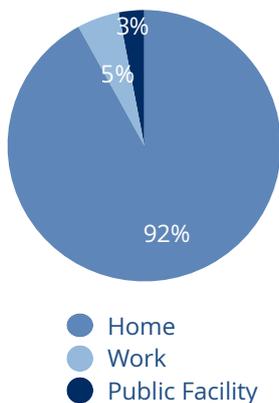
Since 2011, we have published six volumes of that white paper on the candidate experience, another two focused purely on graduate recruitment and one regional comparison. It's hard to imagine such humble beginnings when this paper provides an analysis of the user data of one million interviews and today, we have more than 170,000 completed surveys, a number that's growing daily."

Joy Redmond, Head of Research, Sonru

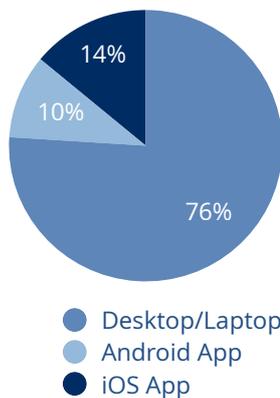
Research Highlight - Accommodating Candidates is King

Since 2011, when we started asking candidates what they found to be the key benefit of Video Interviewing, 'Flexibility' has always come out top. The graphs below show how candidates choose to complete their video interviews.

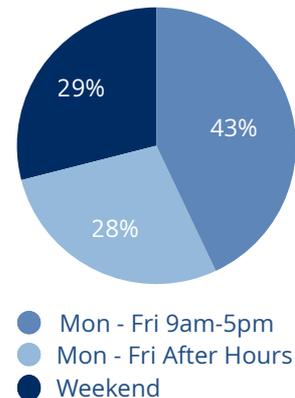
Location of Interview



Device used



Time of Completion



"It's great to have a flexibility to do an interview at a convenient time, especially when you are working full time."

"Great to be able to take the interview at any time and from home."

"Like all interviews it was a bit nerve racking but found it very beneficial that I could choose when and where to complete the interview."

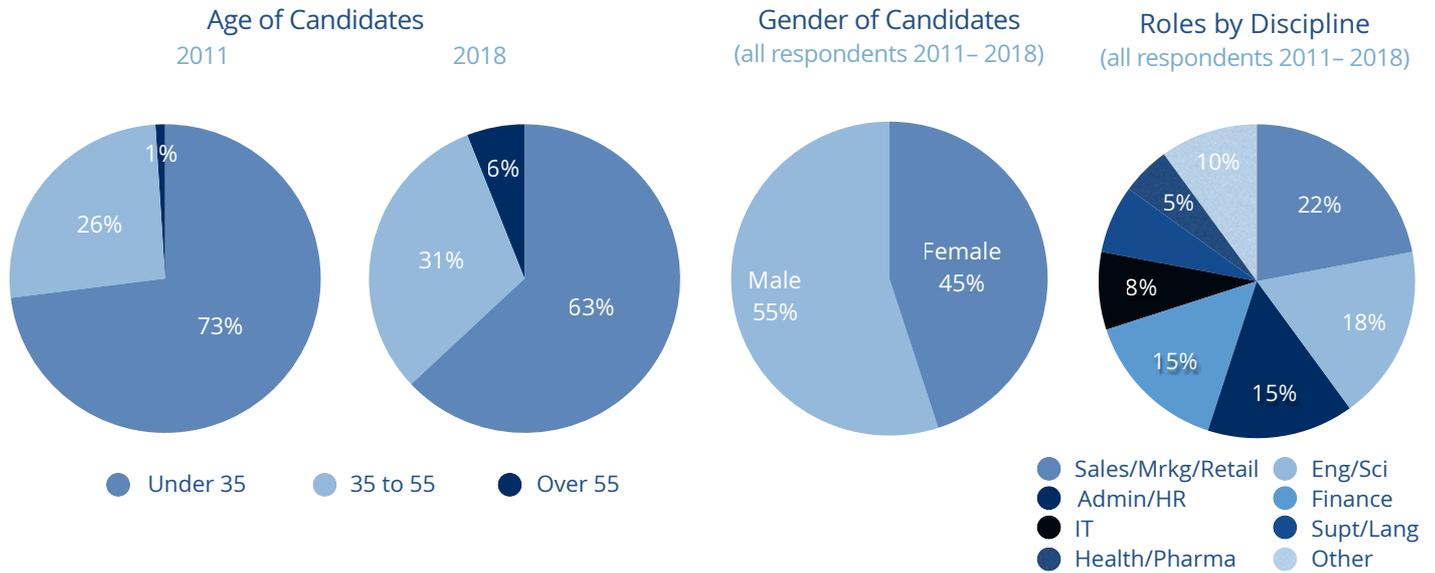
"It was better than I expected. Instructions were good, and the practice sessions invaluable."

"The video interview experience was good, and I think it is wonderful that I am able to do my video interview through a mobile application."

"It was very modern and more convenient than a live interview."

Research Highlight - Today's Video Interviewing Candidate

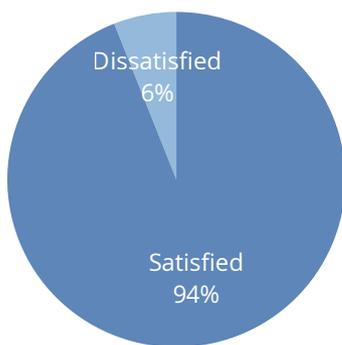
We have noticed a shift in the respondent demographic data since Sonru first began collecting candidate feedback in 2011. There has been a marked increase over the years in the proportion of respondents from the older age groups and the gender gap is equalising too



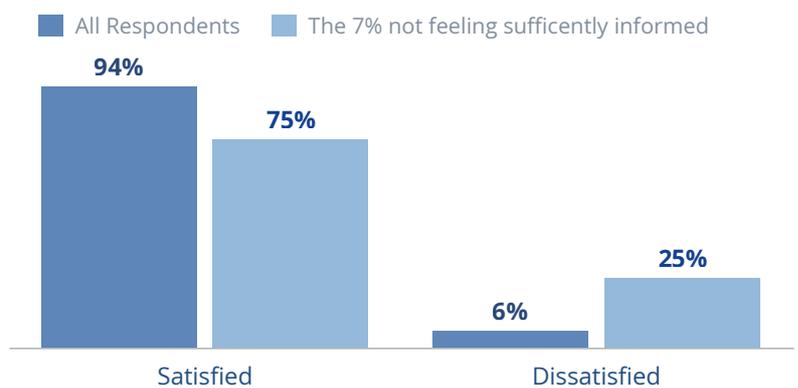
Research Highlight - Communication Affects Candidate Satisfaction

Only 6% of all respondents surveyed recorded dissatisfaction with the candidate experience. When satisfaction levels were cross tabulated against the minority of respondents (7%) who did not feel sufficiently informed about what was required prior to starting the interview, this rose to 25%. This highlights that by taking the time to effectively communicate what the video interviewing element of the recruitment process involves, you will provide a more satisfying experience for your candidates.

Satisfaction with Overall Candidate Experience



Satisfaction by Feeling Informed



"I enjoyed taking this video interview, as it allowed me to demonstrate my motivation, my skills and my experience."

"The software was very intuitive from an interviewee standpoint."

"The experience was awesome. I felt relaxed and the quality of the video was excellent."

"Very handy platform, with a nice lay-out and easy to use."

"After completing the video interview I have become more impressed with how the company uses a video interview process as a way of narrowing down the applicants. It gives more people an opportunity to have an interview but it also ensures that the company is more likely to select the right people for a face-to-face interview."