

Research Methodology

Users from 40 Sonru client companies involved in graduate recruitment campaigns volunteered to complete an online survey between April 2017 and March 2018. The key findings from fourteen in-depth interviews (conducted in the development of client case studies) have also been included.

These clients have, between them, managed over 350 graduate recruitment interview campaigns involving over 22,000 candidates.

"Video interviewing definitely offers time and cost savings which are demonstrated throughout this white paper. However, the real appreciation of our technology is the improvement Sonru has brought to our clients' assessment and selection of the very best candidates. This is particularly important in graduate recruitment when assessors are faced with hundreds, sometimes thousands, of applicants - all high performers with excellent degrees. It's the most effective means of truly assessing a graduate's uniqueness and passion for your programme."

Edward Hendrick, Sonru Founder & CEO

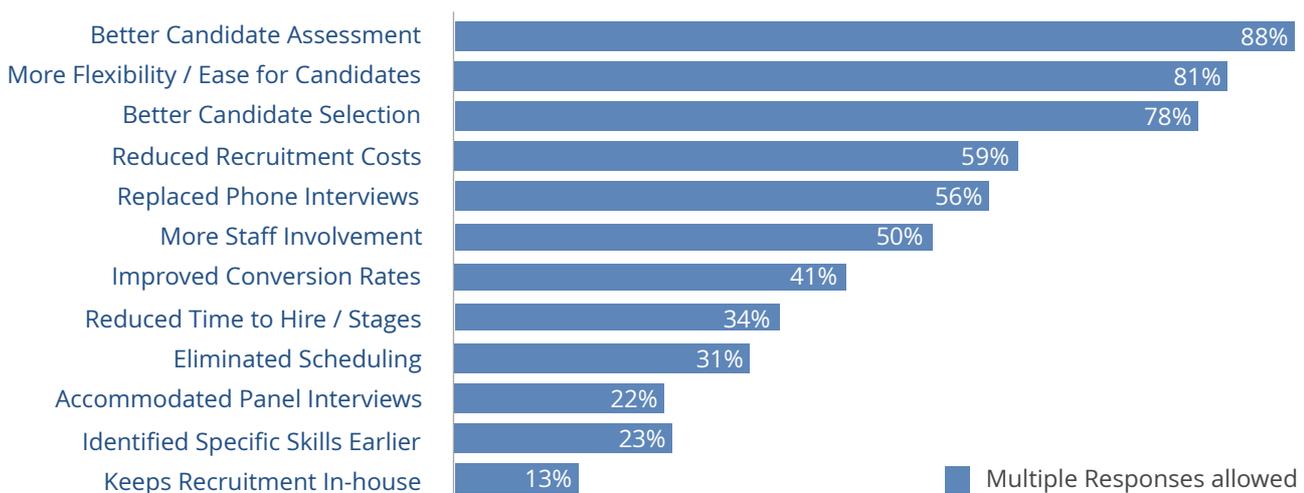
Research Highlight - The Why of Video Interviewing

There are essentially two 'why video interviewing' questions:

1. *Why do clients adopt Video Interviewing?*
2. *Why do clients maintain Video Interviewing?*

The reasons for adopting and the results of video interviewing can be quite different. 'Cost Reduction' was found to be the primary reason, respondents felt, their companies adopted Video Interviewing while the 'hidden' or unforeseen aspects such as candidate selection and the candidate experience end up being the reasons they're hooked on video interviewing, not to mention team involvement.

Changes to Recruitment Process



"Video Interviewing has certainly helped us to schedule fewer live interviews so our shortlisting process has been much sharper because you are getting a version of live interview through Sonru. It's not just a piece of paper that you're reading."

DHL Express

"Our conversion rate wasn't very strong and we were having to run additional Assessment Centres. With Sonru, we have been able to reduce the number of candidates we meet thus reducing our hiring managers' downtime from their operational work."

Cargill

