

Research  
Methodology

Over 60 users from Sonru client companies volunteered to complete an online survey between April and May 2017. Between them, the 60 respondents have managed almost 2,000 interview campaigns with over 35,000 candidates.

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

*“Ten years. Ten years since I first had an idea to disrupt the recruitment process with Asynchronous Video Interviewing. Since then, we have spoken to so many clients and the same theme keeps coming up again and again: the initial drivers for adopting Video Interviewing are considerably different to the actual benefits.*

*Video interviewing definitely offers time and cost savings which are demonstrated throughout this white paper. However, the real appreciation of our technology is the improvements Sonru has brought to our clients’ interview processes: better candidate assessment and selection, flexibility for candidates, more staff buy-in and involvement, and the overwhelmingly positive impact on their roles.”*

Edward Hendrick, Sonru Founder & CEO

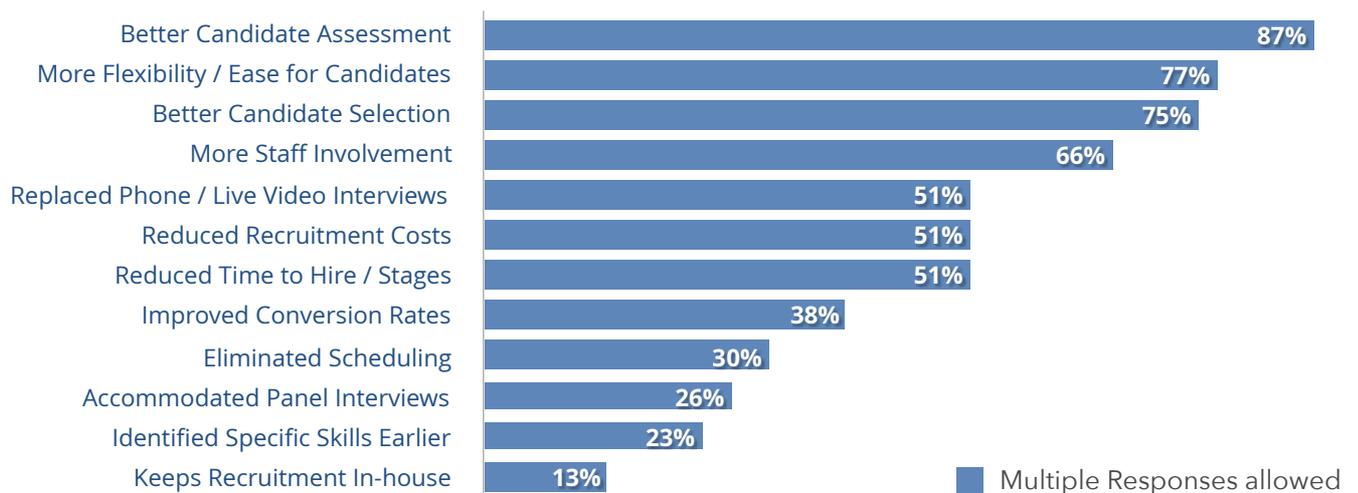
Research Highlight - The Why of Video Interviewing

There are essentially two ‘why video interviewing’ questions:

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

This white paper shows that the reasons clients enjoy video interviewing can be quite different to the reasons they adopted video interviewing in the first place. Reasons for adoption are generally quantitative while the ‘hidden’ or unforeseen aspects such as candidate selection, team buy-in, and the candidate experience end up being the reasons they’re hooked on video interviewing.

Changes to your 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

*“Video Interviewing has made our process slicker internally and definitely improved our employer brand to candidates. ...the response rate is definitely higher than phone interviews.”*

Asda

