

# The Candidate Experience of Video Interviewing

## Summary of Sonru.com White Paper Volume 3

Research findings from the Candidates' perspective

### Research Methodology

Over 1,300 respondents volunteered to complete the survey which was made available to all candidates completing automated video interviews for Sonru clients during the time period October 2011 and April 2012.

*"These white paper findings prove definitively that the Sonru environment enables job seekers to genuinely enjoy the video interview experience. More than that, candidates end up feeling happier after the process than they did initially!"*

*Sonru's interface makes it easy for anyone to capture their interview and the convenience of being able to complete an interview in their own time emerges as the number one benefit for job seekers. Video assessment is a no-brainer for the hiring company, it saves time, money and leaves the job seeker with a more positive impression of the process. For those of you have struggled to find a place for video in the recruitment mix, here it is, kicking the butt of any alternative."*

Jonathan Campbell, CEO, Social Talent

### Research highlights include:

- The majority of respondents recorded positive feelings when invited to complete the video interview and almost two thirds (65%) recorded positive first impressions such as being 'Impressed', 'Excited' or 'Happy to progress to the next stage.'
- The flexibility offered to candidates to choose the time and date of the interview emerged as the key benefit. Not having to take time off work and overall convenience were also considered advantageous.
- More respondents would prefer an automated video interview to a telephone screening interview.

Fergal O'Byrne, Group CEO of Sonru, commenting on the third volume of the white paper's publication, "*Sonru's development and continued enhancement has always been candidate-centric and feedback has always been hugely positive. Today, we can provide clients and potential users with evidence of the positive impact in adopting innovative technology into the recruitment process.*"

To receive a copy of 'The Candidate Experience of Video Interviewing' white paper, please contact: Joy Redmond; joy@sonru.com or +353 (0) 53 92 3760

*When asked to select from five key themes regarding the biggest benefit in completing an automated video interview, the responses are illustrated here in Figure 6.*

