

# Using Asynchronous Video Interviews: Best Practices

In this report, Werklabs explores the use of asynchronous video interview (AVI) technology. We conducted in-depth qualitative interviews about AVI with members of the The Mom Project talent community. Based on the insights gleaned from these conversations, we then fielded a quantitative survey to The Mom Project talent community.

Here, we summarize the findings. Cutting to the chase, at this point, job seekers currently find AVIs unpleasant, awkward, and impersonal. They report that it can be extremely difficult to present the best version of themselves. However, there are ways to make AVIs both more positive for job seekers and more effective for employers.



## What is AVI technology?

In asynchronous video interviews (AVIs), job seekers record and submit videos of themselves answering pre-arranged interview questions and there is no live interviewer present. AVIs are most often presented during the first stage of the recruiting process as a prescreening tool to establish candidacy for a position. This allows recruitment teams a way to optimize and standardize this part of the hiring process.

**“Not having an actual person to speak to made it difficult to interview.”**

Here, we summarize the findings from both the qualitative interviews and quantitative survey and provide specific recommendations for employers to improve candidates' experiences with this tool, thereby also improving its overall effectiveness to fill open roles with the best talent.

“[AVIs can] reach a broad audience who may otherwise decline due to schedule conflicts, shyness, [and others].”

While AVIs have been used for many years in certain industries,<sup>1</sup> their utilization is becoming increasingly widespread. The use of AVIs expanded significantly during the pandemic, but has continued to grow post-pandemic. There are many upsides to the technology: for example, AVIs can help hiring managers filter through large numbers of applicants with much greater efficiency than traditional interviewing methods. AVIs can also help recruiters access and consider a larger pool of candidates by avoiding scheduling challenges.

**80%** of surveyed respondents prefer synchronous interviews.



But, among respondents who had used AVIs (69%), **90%** prefer synchronous interviews.

Most (81%) respondents prefer to have a time limit on questions.



However, some stipulated that the preferred time limit really depends on the interview question.

<sup>1</sup> <https://www.bbc.com/worklife/article/20201102-asynchronous-video-interviews-the-tools-you-need-to-succeed>

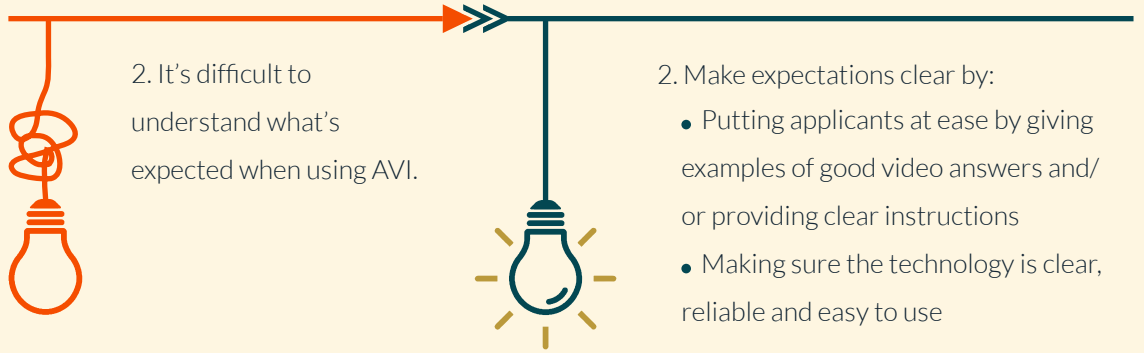


“If I went into [an AVI], it would say a lot about the company if they did provide some feeling of ‘you’re not alone in this,’ [maybe] samples of people’s answers, [and where to click] if you need more time or need to redo it. Something that says ‘we’re already a team.’”

Despite the prevalence of AVIs, there has been very little research done from the job seeker’s perspective. This is an important oversight, because in qualitative interviews with job seekers who had used AVI technology, the process was unanimously described as impersonal and mostly unpleasant. There were also privacy concerns regarding the use and/or storage of the recorded videos post-interview. This means there is ample opportunity for employers to improve their recruitment practices by improving their use of AVIs.

Overall, Werklabs’ findings indicate that job seekers’ experience with AVIs could be improved by incorporating more humanizing elements, as well as options that helped the experience mimic the flow of conversation. Below, we summarize the common pain points experienced by job seekers, as well as specific suggestions to address these issues:





2. It's difficult to understand what's expected when using AVI.

2. Make expectations clear by:
- Putting applicants at ease by giving examples of good video answers and/or providing clear instructions
  - Making sure the technology is clear, reliable and easy to use

3. AVI time limits impose unnatural pressure.

3. Alleviate pressure by:
- Providing more options (longer time limits, multiple chances to record) for interviewees that may feel added pressure
  - Providing an option for the applicant to save each recorded version, and then select the one they would like to submit
  - Allowing applicants multiple chances to re-record their answers (applicants said this felt more natural and allowed them to present themselves at their best)
  - Giving interviewees the option to hide or display a clock while recording

4. AVI limits interviewees' ability to clarify questions, ask their own questions, or verify that they have fully answered questions.

4. Empower interviewees by:
- Allowing applicants to submit their own questions at the end of the interview
  - Making questions as clear and specific as possible

5. AVI raises concerns about privacy, making applicants hesitant and uncertain.

5. Provide clear information about what is done with recordings after the interview process has concluded.

## Want to learn more?

To learn more, please reach out to Werklabs at [insights@werklabs.com](mailto:insights@werklabs.com)

