



DIGITAL INTERVIEW GUIDE

What is a digital or on-demand interview?

A digital or on-demand interview is a video interview conducted through an online platform that records your responses and sends them to employers to review. Typically, your responses are screened first by AI software, which narrows down the candidate pool for the employers. Unlike a live video interview through Skype or Zoom where you talk with the employer in real-time, there is no one on the other side of these pre-recorded interviews. You will be reading or listening to a prompt and then responding. Although you will be talking to your computer instead of a real person, it is important to treat these like an in-person interview. Do your research, dress professionally, and come prepared.

Common platforms include: HireVue, Greenhouse, Sonru, SparkHire, VidCruiter

How does it work?

- **Receive a Link from the Employer**
You will receive a link from an employer indicating that they were impressed with your application materials and inviting you to interview. This link will take you to the digital interview, with pre-prepared questions. You may be given a set amount of time (i.e. 72 hours) to complete it.
- **Includes Time for Prep and Response**
In most cases, you will be shown a question and given about 20-30 seconds to prepare your thoughts, then 2-3 minutes to answer.
- **May or may not be able to Re-do Questions**
Depending on the platform, you may have the option to re-do individual answers or you may only get one chance for each question. Make sure you read the instructions very carefully and are fully prepared before you begin.
- **Interview is Recorded and Shared with Employer**
Once you have recorded and submitted all your responses, they will be sent to the employer for review. Often the first screening of applicants will be graded through AI – those who meet certain criteria and get the top “grades” will be passed along to the employer.

Which employers utilize this type of interview?

The amount of companies employing digital interviews continues to grow due to the convenience and simplicity it offers. Below are some well-known companies across various industries utilizing this type of interview:

- Samsung
- Kraft Heinz
- KPMG
- Facebook
- Volkswagen
- Ikea
- Uber
- Intel
- Honeywell
- Hilton
- GE
- Under Armour
- PepsiCo
- SAS
- PwC
- Rolls-Royce

What are the benefits for employers and candidates?

Employers can:

- Review interviews on their own time and share recordings with other members of the recruiting team
- Save time by allowing the computer to do the first round of screening for them
- Extend interview invitations to any candidate regardless of location, and avoid working around different time zones

As a candidate, talking to a computer instead of a human being can be challenging and feel awkward at times. But there are similar benefits for you, such as the ability to complete the interview on your own time and avoid travel costs and time differences. Digital interviews also ensure consistency between candidates in terms of the questions asked of them and the way in which they are evaluated by AI.

How can I be successful on a digital interview?

- **Pay Attention to your Background**
 - Sit in front of a plain, boring wall in a clutter-free space
 - Pay attention to lighting, and don't sit in front of a window
 - Find a quiet space where you can avoid background noises
- **Dress Professionally, from head to toe**
 - Will get you in the right mindset
 - You won't have to worry in case you have to get up for anything unexpected
- **Body Language**
 - Ensure you are still making "eye contact" – look straight into the camera instead of looking at the screen while recording (AI will look for this)
 - Put your computer at eye level on a table or desk, not on your lap
 - Maintain good posture and smile; show energy and confidence during the interview
- **Prepare**
 - Prepare like you would for any other interview - review your resume, practice common interview questions, research the company; you can also have some notes in front of you
 - Read over any prep materials and notes from the recruiter if provided
 - Practice using the software; check out the platform's website as they may have videos to watch
 - Ensure all your equipment (computer, internet connection, camera, audio, etc.) is working well before the interview – don't wait until the last minute
 - Have thoughtful questions prepared to ask at the end: you won't receive real-time answers, but you can still show your interest and that you have done your research

Additional Resources

- **Big Interview** – an online/virtual practice tool that simulates an on-demand interview
 - Get comfortable with this technology by answering common interview questions, challenging questions, or industry-specific questions; view recordings of your answers; and save videos to send to a career advisor or faculty member for feedback
- **Mock Interview** – make an appointment with an SPDC career advisor to conduct a mock interview
- **Interview Guide** – utilize this resource on the SPDC website for sample questions and general tips