



HANDBOOK · FREE GUIDE

The Async Interview Handbook

Question library, scoring rubric, and a launch plan for on-demand video interviews — engineered for higher completion and faster shortlisting.

BUILT BY SCREEQ

Screeq is the AI recruiting platform that screens hundreds of candidates with structured async interviews, ranked shortlists, and audit-ready scoring. Start a free trial — no credit card — at screeq.com.

Why this guide exists

On-demand video interviews — also called async or one-way interviews — let candidates record answers to a fixed question set on their own schedule. Done well, they replace the 15-minute phone screen, kill scheduling overhead, and make every candidate measurable against the same rubric. Done badly, they feel like a one-sided audition that drives top candidates away.

This handbook gives you the full playbook: how to choose questions, how to calibrate the rubric, how to keep completion rates above 80%, and how to integrate the output into your existing interview loop.

01 · When async wins — and when it doesn't

Best fit

High-volume individual-contributor roles, customer-facing roles where communication is the bar, and any role where you want to test a specific skill (live coding, sales pitch, written analysis) before a live round.

Bad fit

Executive search, deeply senior IC roles where the candidate expects white-glove treatment, and any role where you have fewer than 5 applicants per opening — there's no volume to save.

02 · The 5-question template that works for most roles

Keep it under 10 minutes total. Five questions, mixed format:

- **Q1 — Warm-up (60s).** 'In one minute, what made you apply for this specific role?' Tests motivation and listening to the JD.
- **Q2 — Role behaviour (90s).** A 'tell me about a time when...' anchored in a real situation the hire will face in month one.
- **Q3 — Skill demo (3 min).** A task: walk through a sample dataset, review a piece of writing, explain a concept. Scenario-based, not trivia.
- **Q4 — Stakeholder simulation (2 min).** 'You disagree with your manager on X. How do you handle it?' Tests reasoning, not script.
- **Q5 — Open close (90s).** 'What's the one thing you want us to know that's not on your CV?' Candidate-led; reveals self-awareness.

Rule: never ask anything the CV already answers. Async time is precious — use it to test signals the CV cannot reveal.

03 - The scoring rubric

Score every answer 1–5 against three dimensions, then weight per role:

- **Substance (40 %)** — does the answer reveal real domain knowledge?
- **Structure (30 %)** — is there a beginning, middle, end? Can they compress?
- **Signal (30 %)** — would I want this person in a meeting next week?

Two reviewers per shortlisted candidate. Disagreements > 1 point trigger a calibration call. Anything below an overall 3.5 fails the screen.

04 - Keeping completion above 80%

- **Front-load 'why'**. First screen of the invite explains why you use async and what comes next. Candidates accept the format when they understand the trade.
- **Cap retakes at 2**. Unlimited retakes turn a 10-minute exercise into an hour of anxiety. Three takes max, one visible counter.
- **Mobile-first**. 60%+ of completions happen on mobile. If your tool requires a desktop browser, you've lost half your funnel.
- **Reply in 48 hrs**. Even a 'we're reviewing — decision by Friday' message. Silence is the #1 driver of bad reviews.

05 - Integrating async into the loop

Async is a screen, not a hire decision. The loop that works:

- Stage 1 — application + async invite (auto).
- Stage 2 — async review (recruiter, async).
- Stage 3 — hiring-manager live conversation (45 min).
- Stage 4 — panel / take-home / references (role-specific).
- Stage 5 — offer.

The numbers that should shape your strategy

Eight current data points — every one drawn from a 2024–2026 primary or peer-reviewed report. Tap any superscript on the next page to open the source.

\$511M → \$1.33B video-interview software market: 2024 actual → 2035 projected.	83% of 18,997 candidates surveyed globally recommend pre-recorded video interviews.
86% candidate satisfaction with the format — across all age groups.	29% lift in candidate completion rates after HireVue customers adopted on-demand video.
78% of recruiters cite time savings as the #1 benefit; screening up to 60% faster.	81% of recruiters now use video interviews as part of their process.
50% / 66% Travelxp: time-to-hire halved, screening time cut 66% with async screening.	$r \approx 0.44-0.63$ predictive validity of structured interviews — strongest single predictor.

Sources & citations

Every URL below was fetched and verified before publication. If a link breaks, the publisher name and report title will let you re-locate it.

- [1] Global video interview software market: \$511.3M in 2024 → \$1.33B by 2035 (CAGR 9.2%).
OMR Global Market Research (Feb 2026) · <https://www.omrglobal.com/blogs/video-interview-software-market-size>

- [2] 83% of ~19,000 candidates surveyed globally recommend pre-recorded video interviewing.
RecRight Candidate Survey 2025 (n = 18,997) · <https://get.recright.com/guides/candidate-survey>

- [3] 86% candidate satisfaction with pre-recorded video interviews across all age groups.
RecRight Candidate Survey 2025 · <https://get.recright.com/guides/candidate-survey>

- [4] HireVue customers have saved 25,000+ hiring hours and seen a 29% lift in candidate completion rates.
HireVue product evidence page (2025) · <https://www.hirevue.com/resources/guide/boost-your-candidate-engagement-and-experience>

- [5] 78% of recruiters cite time savings as the #1 benefit of one-way video interviews; screening up to 60% faster.
Hireflix analysis of 1,820 verified G2/Capterra/TrustRadius reviews (Feb 2026) · <https://hireflix.com/blog/one-way-interview/>

- [6] One-way (async) video interviews have grown 67% since 2020; 81% of recruiters now use video interviews.
4 Corner Resources / HireTruffle Video Interview Statistics (2026) · <https://www.hiretruffle.com/blog/video-interview-statistics>

- [7] Travelxp cut time-to-hire 50%, screening time 66%, raised initial interview response 42% using async video screening.
Willo Case Study — Travelxp (2025) · <https://www.willo.video/case-studies/how-travelxp-reduced-time-to-hire-by-50-with-willos-candidate-screening>

- [8] Structured interviews achieve predictive validity $r = 0.44-0.63$ vs. $0.20-0.38$ unstructured (synthesis of Schmidt & Hunter, Huffcutt, Sackett 2024).
Omniteam.ai meta-analytic synthesis (Feb 2026) · <https://omniteam.ai/en/post/structured-vs-unstructured-interviews-research>

- [9] 81% of pre-recorded video interview candidates find the format easy and intuitive.
RecRight Candidate Survey 2025 · <https://get.recright.com/guides/candidate-survey>

- [10] Morales & López systematic review reconfirms structured interviews are the strongest single selection predictor.
F1000Research (2025), DOI 10.12688/f1000research.168805.2 · <https://f1000research.com/articles/14-1381>

Ready to put this guide into production?

Screeq is purpose-built for the async + rubric loop in this handbook: branded careers page, configurable question library, AI scoring against your rubric with human-in-the-loop override, automatic candidate communications, and audit-grade scoring logs. Recruiters keep the final call; the screening hour goes away.

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