
Vipe Customer Survey Results Summary

A survey of a sample Vipe's staffing
and recruiting customers

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After surveying a sample of our Vipe Recruiting customers, the results that follow are a summary of the data provided by respondents.

In summary, the more a customer uses Vipe, the more benefits they realize to the bottom line of their business.

- Those who use Vipe several times per week have on average made **four placements per month** with the help of Vipe video messages over the last six months, even in this tough economy.
- Those who use Vipe several times per month or more indicated they **shortened their hiring process an average of ½ a week to a week** when using Vipe candidate videos, helping them make more revenue in less time.
- Vipe is most often used by our Vipe Recruiting customers for marketing, sales, candidate submittals, and candidate marketing. Vipe is also used, though less often, for operations and training.
- The three most frequent types of feedback heard from the customers of Vipe Recruiting customers about **candidate videos** are:
 - Vipe candidate videos are valuable to gain an understanding of the candidate's professionalism and communication skills.
 - The candidate video made it possible to **make a quicker decision, saving them time and shortening the hiring process.**
 - The candidate video better prepared them to meet the candidate in person.

The benefits of using Vipe video messages for sales & marketing are not specific to the recruiting industry.

- The three most frequent types of feedback heard from the customers of Vipe Recruiting customers about **sales/marketing videos** are:
 - The Vipe video messages help differentiate their service offering.
 - The Vipe video messages are valuable because they put a face with their name.
 - The Vipe video messages are the first personalized videos they have received.

Additional usage data provided by Vipe from a system wide level, not by the respondents of the survey, include:

- The average Vipe landing page has 6.8 unique views and 7.9 total views.
- The average viewer of a Vipe video watches 38 seconds of the video.
- The average viewer of a Vipe video watches 74% of the video.

This data supports the science referenced on the vipepower.com website by suggesting that videos should be kept to between 30 and 60 seconds in length.

For more information about how Vipe can help you make more revenue in less time, contact us at contact@vipepower.com