

THE ONE-WAY INTERVIEW PLAYBOOK

Building an assessment that gets you to a shortlist faster

This is what a good first assessment looks like, the mistakes you can avoid on day one, and five role templates you can get started with right away.

IN THIS GUIDE

1. Four rules for your first assessment
2. How much time to give each question
3. The five most common mistakes
4. Your pre-launch checklist
5. Five role templates, ready to use

WHO THIS IS FOR

Anyone setting up their first one-way interview in Pinpoint. Usually on a high-volume role where scheduling live screens has stopped being realistic.

Print it, or work through it with the job open in a second tab.

SETUP

Four rules for your first assessment

These four are all you need to launch something good.

01

Three to five questions, no more

Around 10 minutes of answers in total. Every extra question costs you completions.

02

One ask per question

Two asks in one question and you get half an answer to each. Split it, or drop one.

03

Keep it short, and ask for an example

Two sentences maximum. End with "give us an example" and you get evidence instead of opinion.

04

Use problem solving and role play

These surface skill. Opinion questions surface who rehearsed the most.

TIMING

How much time to give each question

Add thinking time only where the question needs it. Start here and adjust.

QUESTION TYPE	THINKING TIME	ANSWER TIME	RETAKES
Warm-up	None needed	1 minute	Unlimited
Motivation	None needed	2 minutes	1
Example from experience	1 minute	2 minutes	1
Problem solving	2 minutes	2 minutes	1
Role play	2 minutes	3 minutes	1

Top tip. Always allow unlimited retakes on the warm-up. It is the only practice run a candidate gets.

PITFALLS

The five mistakes we see most

All of them show up in first assessments. All of them are a five-minute fix.

Eight questions "while we've got them"

→ **Cut to five. Save the rest for the live interview.**

"Tell us about your experience and why you applied"

→ **One ask per question. Pick the one you need.**

"Tell us about yourself"

→ **Name a situation from the job and ask what they'd do.**

One minute to answer a scenario question

→ **Give the harder questions room to think. You're hiring for the job, not for nerve.**

Launching without recording your own answers

→ **Take it yourself on a phone first. It takes 10 minutes.**

BEFORE YOU LAUNCH

Your first assessment, in five checks

- ☐ Five questions or fewer
- ☐ One ask in each, two sentences maximum
- ☐ At least one problem solving or role play question
- ☐ Retakes set, and thinking time on the harder questions
- ☐ You have recorded your own answers on a phone

TEMPLATES

Five templates, ready to copy

Each one has an introduction to show candidates and five questions. Use them as they are, or as a starting point. Swap [Company] for your name and cut anything that doesn't apply to the role.

01 Customer service representative

Best for: high-volume support roles where you need to assess communication, problem solving, product knowledge, and how candidates handle several customer requests at once.

INTRODUCTION

As a Customer Support Representative at [Company], you'll help customers resolve issues and provide guidance across our products and services. Your role is key in shaping our customers' experiences. This one-way video interview lets you show your customer service strengths in a flexible, fair way, no cover letters or lengthy forms. Answer as fully and honestly as you can. If you need any adjustments or support, please get in touch.

QUESTIONS

1. Tell us about your most relevant support experience. What channels did you work on, what ticket volumes did you handle, and what were your results (CSAT, first response time, resolution time, QA score)?
2. How do you stay updated on products or policies to make sure your support is accurate?
3. What metrics do you use to evaluate your own performance? Share an example of hitting or exceeding a key target.
4. Walk us through how you troubleshoot an issue you can't reproduce. What do you gather, how do you narrow down variables, and when do you escalate? Include an example and the outcome.
5. Share a specific example of juggling multiple customer requests at once. How did you prioritize, and what was the outcome?

02 Sales development representative

Best for: sales roles where you want to understand prospecting approach, communication style, objection handling, and how someone responds to a missed target.

INTRODUCTION

As a Sales Development Representative at [Company], you'll engage new prospects, introduce our [product], and help build a healthy pipeline. This one-way video interview gives you a fair chance to share your approach, no cover letters or uploads needed. We're keen to hear about your real-world sales experience. If you need any adjustments or support, please get in touch.

QUESTIONS

1. Share your most relevant SDR experience and results. Include a few metrics and what you think drove them.
2. Describe your process for identifying and reaching out to new leads.
3. Share a time you handled a prospect's objection well. How did you address their concern?
4. Explain how you track outreach and follow-ups so no lead is missed.
5. Describe a time you missed target. What did you change, messaging, list, activity, talk track, and what happened in the following weeks?

03 Retail sales associate

Best for: customer-facing retail roles where attitude, teamwork, product knowledge, and handling customer interactions matter early in the process.

INTRODUCTION

As a Retail Sales Associate at [Company], you'll help customers find the right products, maintain store standards, and support sales goals. You'll be the face of [Company] and work closely with your team to create a positive shopping experience. This one-way video interview lets you show your approach and experience with more flexibility than a traditional cover letter. Take your time. If you need any adjustments or support, please get in touch.

QUESTIONS

1. Describe a time you turned a difficult customer interaction into a positive one. What steps did you take, and what was the outcome?
2. Give an example of contributing to a team goal in a retail setting. How did you support your colleagues?
3. How do you keep yourself motivated during slow periods on the shop floor?
4. How would you handle a customer asking for a product that is out of stock?
5. Walk us through how you learn a new product category quickly.

04 Bartender

Best for: hospitality roles where service style, practical knowledge, attention to detail, and confidence on a busy night all matter.

INTRODUCTION

As a Bartender at [Company], you'll support the bar team in creating a welcoming environment and delivering consistent service, preparing drinks, keeping the bar clean, and making sure guests have a great experience. This one-way video interview lets you demonstrate your practical skills and approach, as a fair alternative to forms or cover letters. Please answer authentically, drawing on real situations where you can.

QUESTIONS

1. Walk us through how you'd handle a customer who feels their drink wasn't prepared correctly.
2. What steps do you take to maintain cleanliness and hygiene behind the bar during a busy night?
3. Walk us through your process for making a signature cocktail. Explain each step and why it matters for quality and consistency.
4. Describe a time you handled a difficult customer or a conflict. How did you resolve it, and what was the outcome?
5. Tell us about a time you upsold a drink or food item successfully. What did you do, and what was the impact?

05 Registered nurse

Best for: healthcare roles where clinical judgment, patient communication, prioritization, and empathy need assessing early.

INTRODUCTION

As a Registered Nurse at [Company], you'll provide essential care, coordinate with multidisciplinary teams, and support patients through their health journeys. This is your chance to describe your clinical experience, your approach to patient care, and your communication style. Take your time with each question and use examples from your nursing career. If you need any adjustments or support, please get in touch.

QUESTIONS

1. Describe a situation where you had to prioritize patient care during a busy shift. What influenced your decisions?
2. A patient is anxious about a procedure. How would you reassure them and involve them in their care?
3. What do you feel is the most important quality in a nurse, and how do you demonstrate it?
4. Describe a time you advocated for a patient in a challenging situation. What did you do, and what was the result?
5. Share an example of communicating well with a patient or family member during a difficult moment.

GET STARTED

Start running one-way video interviews to get to your shortlist faster

Pick the template closest to your role, cut it to five questions, and send it to the next batch of applicants, you'll have a shortlist you can defend before you book a single live interview. Request access below and we'll get you set up.

GET ACCESS

pinpointhq.com/waitlist