

# How Swyg's interactive videos helped Unleashed hire an amazing People Partner



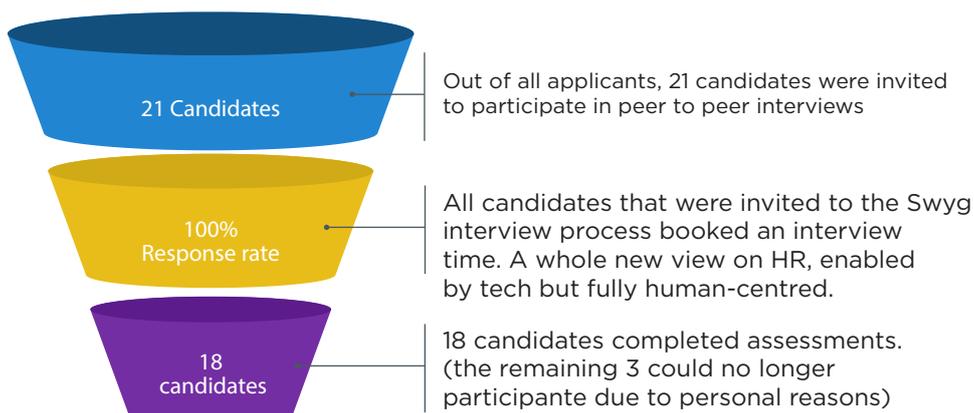
*I would highly recommend Swyg. These videos (as they are interactive between people) are far better than just a simple recording you get from many other platforms. The way in which candidates talk to each other and ask questions says a lot about someone and is incredibly helpful in creating a short list of candidates.*



**Anouk Agussol**  
CEO at Unleashed

## By The Numbers

### Participation rates



### unleashed About Unleashed

Unleashed is on a mission to gear up businesses for speedy, sustainable and successful scaling creating fulfilling work lives to boot. Unleashed is leading the transformational shift that HR is going through by creating a whole new view on HR, enabled by tech but fully human-centred.

### Satisfaction

**95%**

of candidates recommend that more companies use Swyg.

**4.7**

Candidates rated the Swyg experience 4.7/5

### Outcome

**75**

Short interviews were conducted over 3 days.

**10**

Candidates shortlisted and progressed to follow up interviews

**20**

Hours saved on interviewing candidates individually. 36 hours -> 13.5

# Timeline

## Monday

Unleashed invited candidates to participate on Monday

## Tuesday

Candidates participated in interviews on either Tuesday, Wednesday or Thursday depending on their preference.

## Wednesday

## Thursday

## Friday

Swyg provided assessments and recorded videos to Unleashed on Friday, less than one week after inviting candidates..

## The Challenge

Unleashed was looking for a new People and Culture Partner. The hard part about finding the right candidate for a role like this is that interpersonal skills and emotional intelligence required for such a role are impossible to identify based on a static profile.

Conducting interviews with all the candidates yourself is time consuming and has the potential to introduce bias. Moreover, Unleashed was looking for someone who would fit in well with the very forward-thinking company culture and approach at Unleashed.

As such, they found in Swyg an interview process that retained the human element of interviews, but enabled more people to go through to interview in order to reduce bias from screening.

*Unleashed worked with Swyg to design a set of interview questions geared towards identifying candidates' approach to People and Culture. For example:*

### What, in your view, is the core purpose of a People team within a startup?

Unleashed then defined what they believed a good answer should look like. In this case:

- People team plays an integral role to the success of the business and with supporting/enabling people to do their best work
- Aligning the candidate/people experience around the company's core values
- Aligning with business goals and helping to scale successfully and sustainably - getting things that will have the most impact at each stage of the business.
- Acting as a trusted advisor/coach to the founders/senior team

## The Approach

Swyg uses candidate-to-candidate interviewing to generate interactive video interviews that are recorded for people teams and hiring managers to review. The interviews are fully customized to the needs of the hiring company. This yields unparalleled results in terms of the quality of the videos for the purpose of selecting candidates.

Moreover, feedback from multiple peer reviewers is a powerful new type of data; that Swyg's AI technology uses to detect and correct common cognitive biases. Learn more about how Swyg works.

## The outcome

"The scores provided by Swyg really made me reconsider my own assessments", Anouk continues, "for a progressive people-role such as ours, a judgement can come down to choice of words on the part of the candidates which has the potential to introduce some bias, but **Swyg made me take a second look at several candidates.** I just had more confidence in my final short list because I had access to both the videos and the peer scores. **Swyg also sped up our process by a 3x at least.** I would never have been able to interview 18 candidates on my own in 3 days."

## Results

### 10 Shortlisted

Unleashed shortlisted 10 candidates based on Swyg's assessment

### 2 Hires

Unleashed successfully hired their top 2 candidates

**A new way to hire. Better Data. Better Decisions.**

**Interview is broken, we are fixing it.**

