

# How Swyg's interactive videos helped MMC hire an amazing Analyst



*One of the most exciting things about Swyg is that you get to reconsider candidates that you might have missed in a CV screen, and we did.*



**Alexia, Investment  
Manager at MMC**



## MMC

### About MMC

MMC sees venture capital as a force for good. That's why MMC funds and scales technology companies that are transforming today's markets. MMC commits to a deep understanding of each company's underlying technology and business model to help make better decisions and be more effective partners.

## The Results

75%

### TIME REDUCTION

Estimated 75% reduction in time spent on CV screening and introductory interviews for both candidates and hiring team.

50%

### WOMEN OR MINORITY CANDIDATES

A more inclusive shortlist of candidates that accurately reflects experience level and skill: over 50% of shortlisted candidates were women, several were from a minority background. This demographic information was not used in creating the Shortlist.

96%

### RECOMMEND PEER TO PEER INTERVIEWS

Great candidate experience and feedback from the participants - and in turn a positive impact on the employer brand. 96% of surveyed participants recommend more companies use peer to peer interviews.

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**Flawless UI, intuitive with smooth video transitions between interviewer, feedback and interviewee.**



Feedback  
from  
candidates

”

## The Problems



The initial screening and interview process for candidates previously took **more than 20 work hours per hire**, which is time consuming for both the candidates and the hiring team.



MMC wants to **strengthen the diversity, equity and inclusivity** of their company and hiring process.



MMC wants to **maintain a great candidate experience** while making their hiring process more efficient.

## The Approach

- Swyg's key differentiator is the combination of human judgement and integrity with the efficiency and fairness of AI technology
  - Candidates interview each other in short 1:1 video chats through the Swyg platform
  - An AI detects and corrects for common cognitive biases
  - Both technical and interpersonal skills, such as communication and active listening, are assessed
- MMC received Swyg assessment scores of every candidate, and reviewed recorded videos of the shortlisted candidates.

## Background

MMC were looking for an Analyst to join their team and work at the heart of one of Europe's most active investors, helping to identify high-potential companies, invest in them and support them through their growth journey. This role requires a unique combination of curiosity, analytical thinking and communication skills.

After sharing the job spec through their network, MMC received over 60 applications, which is challenging as they do not have a specialized recruitment team.

The team at MMC is keenly aware that diversity in venture capital is a complex problem. That's why they're actively pursuing not one but multiple solutions to make their hiring process more fair and inclusive, including using Swyg.



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

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

## Process

Swyg relies on human reviewers to ensure integrity and good judgement combined with AI technology for efficiency and fairness. This also ensures an engaging and enjoyable experience for candidates.

Through the Swyg platform, candidates interview other candidates via a series of video chats and assess each other's technical and interpersonal skills.

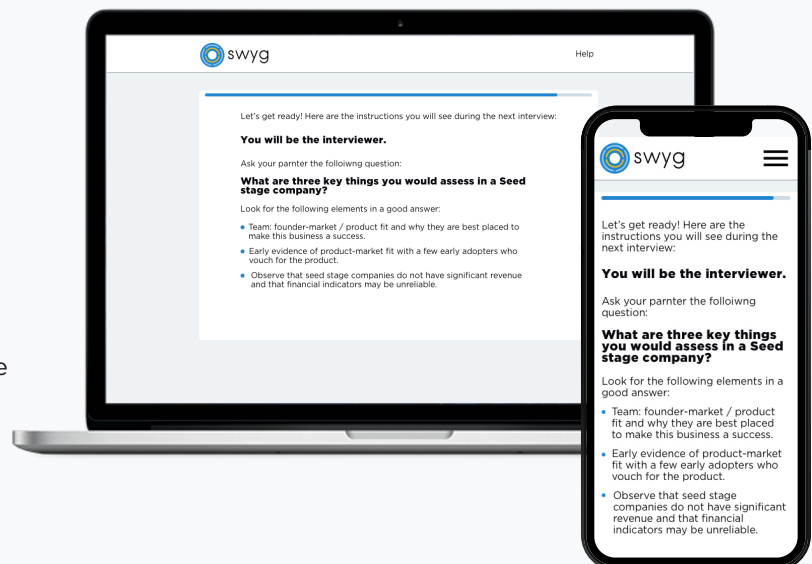
Each participant alternates between playing the role of interviewer and playing the role of interviewee with 8 different partners over the span of 60 minutes. Feedback from multiple peer reviewers is a powerful new type of data. Swyg's AI technology uses this data to detect and correct common unconscious biases. [Learn more about how Swyg works.](#)

## The Swyg platform is fully customizable.

Swyg created a personalized landing page with MMC branding and information about the company and the open position. Candidates could also learn about the Swyg process and sign up for an interview time that suited their schedule.

MMC and Swyg worked together to tailor the interview questions to measure specific qualities needed for the job of investment analyst.

Interview questions are open ended and elicit discussion. For example, **"What are three key things you would assess in a Seed stage company?"**



## Outcome

"I was impressed by the accuracy of the results." says Alexia Arts, Investment Manager at MMC, "We conducted our own parallel interview process to validate Swyg and many of the top 10 candidates from Swyg matched our own, whilst being a far less time consuming process."

**"I would definitely recommend Swyg. Swyg can remove unconscious bias and lets you narrow your funnel to a smaller pool of high quality candidates while saving hours of time."**

