



# SWAPPIE CASE STUDY

Swappie is an online retailer of little-used, fully functioning smartphones. Since the launch in 2016, the Helsinki-based Swappie has become the most popular destination for buying and selling refurbished smartphones in Europe.



## OBJECTIVES

Swappie was struggling with efficiently screening and interviewing candidates for Russian-speaking positions due to a lack of Russian-speaking team leads, who could run the interviews and make screening calls. A video recruitment tool was needed to decrease the time spent doing interviews, while still providing an excellent candidate experience.

### PREVIOUS RECRUITMENT PROCESS

- Gathering CVs
- Screening CVs
- Pre-screening calls
- Live interviews
- Hiring decision

### CHALLENGES

- Screening calls were time-consuming
- Lack of staff to facilitate screening calls and interviews
- Inconvenient scheduling

# HOW DID VIDEOCV IMPROVE THE PROCESS?

As a result of using VideoCV, Swappie could still manage the growing amount of candidates with reduced manpower.

Here are a few key benefits from Swappie's experience:

- Saved a huge amount of time for the recruiters and team leads
- Great candidate experience
- Ability to see the person beyond paper CV

Since the position was entry-level, the amount of work experience was not as relevant as the candidate's personality and motivation. Among other things, Swappie was looking for traits such as positivity, honesty, and attentiveness.

## RESULTS

Applied: **75**

Invited to VideoCV: **75**

Completed VideoCV: **32**

Interviews: **25**

Time saved: approx. **2h/day**

We have received very good feedback from our candidates. Every candidate has multiple attempts to record the videos, which eliminates the pressure from the process and enables them to show their true self.

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