



UNILEVER + HIREVUE

INDUSTRY / CONSUMER GOODS

EMPLOYEES / 169,000

Unilever Finds Top Talent Faster with Hirevue Assessments

CHALLENGE

Outdated processes rooted in paper, phone screens, and manual assessments. 4-6 months to sift through 250,000 applications to hire 800 individuals.

A global leader in consumer goods, Unilever's products can be found in more than 190 countries. Their 400+ brands meet their consumer's needs across personal and home care, food, and more. To meet rapidly changing and dynamic consumer demands, Unilever recognized the need to attract talent from around the globe, appealing specifically to the Millennial workforce. Melissa Gee Kee, Strategy Director to CHRO & Global HR4HR Director, explains, "Our executives expect that 60 percent of our workforce to be Millennials by 2020. With this in mind, we needed to engage with this generation through innovative technology that is engaging, dynamic, and able to move quickly."

Unilever's recruitment transformation began with its Future Leaders Programme, a highly selective programme for recent college graduates that selects 800 individuals from a pool of 250,000 applicants.

“We were hiring based solely on experience and we wanted to start screening for potential too.”

MELISSA GEE KEE

Strategy Director to the CHRO
& Global HR4HR Director

RESULTS

£1M+

Annual Cost Savings

96%

Compared to 50% Candidate Completion Rate

90%

Reduction in Time to Hire

16%

Increase in New Hire Diversity

The team at Unilever partnered with multiple solution providers to create an end-to-end, engaging, and digital candidate experience; they used HireVue to initiate mobile-optimized, recorded video interviews coupled with interview assessment technology.

“We had to ensure we had a digital process, but one that felt very human, not robotic, and it had to be better and more efficient at selecting candidates than an in-person interview.”

MELISSA GEE KEE

Strategy Director to the CHRO & Global HR4HR Director

With HireVue Assessments, artificial intelligence (AI) analyzed candidates' recorded interviews to filter up to 80% of the candidate pool. The proprietary algorithm surfaced candidates most likely to be successful at Unilever based on interview responses - demonstrated to be predictive of job success.

Candidates received and provided feedback at each step of the process, even if they were not ultimately selected for a position. Unilever has deployed this reimaged hiring process in over 53 countries in multiple languages, and over 80% of candidate feedback is positive. Not only is the process significantly improved for candidates, saving over 50,000 hours of candidate time, it provided Unilever with substantial returns as well. In just one year, the Unilever team saved over £1 million, reduced recruiting time by 75%, and hired their most ethnically and gender diverse class to date.

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