



## CASE STUDY

# Engineers at Catawiki use Metaview to interview, and hire, with confidence.



metaview.ai

### CLIENT

Catawiki

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### HEADQUARTERS

Amsterdam (NL)

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### HEADCOUNT

700

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### TECH STACK

zoom

G Suite

greenhouse

When scaling - especially at speed - it might seem obvious that the quality of a team depends on both the candidates and the interviewers.

But in 2021, Catawiki brought on 300 new tech hires and were especially keen on that balance. James Lesner, Head of Recruitment, explained:



The focus has been about getting the right people on board, doing it quickly, but also at scale and doing it consistently, in a way where we can measure the quality of the people we're bringing on board.

**James Lesner**  
Head of Recruitment



They knew they needed to be able to measure and optimize their hiring processes, and they used Metaview to help them do it.

## Consistency: Catawiki's differentiator

At the core of Catawiki's hiring strategy was a focus on consistency. Consistency in the image that they presented to candidates, and in the decisions they made about the candidates they selected to move through the funnel.



**James Lesner**  
Head of Recruitment

We focus on the quality of the hiring process, putting a lot of care and attention into each individual candidate. On our side we prepare to interview people in the right way, so we can assess if they're a good fit for us – and give people the right picture so we can see if we're a good fit for them.

And if consistency was going to be key to maintaining quality, data capture, in turn, was going to be key for consistency.

Capturing objective data from interviews allows Catawiki to:



### MONITOR

And optimize interviewer training



### REDUCE

Reduce unconscious hiring bias



### ELABORATE

Be more rigorous with interview practices and performance



### OPTIMISE

Continuously optimize hiring process best practices

## TRAINING AT SCALE

444

interviews for 65  
interviewers since  
October 2020

112

coach feedback  
sessions provided to  
32 interviewers

81%

of interviewers received  
personalized feedback  
from Metaview

### Faster and better training

To really get their new interviewers up to speed - meaning confident and able to reflect the company's image - and quickly, Catawiki provided them with Metaview's recordings of previous interviews. With these, the new interviewers could "shadow" the in-house experts and learn:

- Typical interviewee and interviewer questions
- The types of responses received
- How to rate the quality of these questions and answers

In addition to this initial training, James liked that:



**James Lesner**  
Head of Recruitment

Metaview provides individual coaching and individual feedback to the interviewers, which interviewers have found very useful.

## Better data, greater consistency

“Metaview also provides clear and actionable data and feedback points for us,” said James, “which is super useful for tailoring the process and optimizing it over time.”

This was especially important for Catawiki as, previously, they could only measure the quality of their engineer hiring process by candidate satisfaction surveys and the speed with which they moved candidates through the funnel.

Now, they could benchmark their interview quality metrics against industry standards and, over time, against themselves. They could also leverage their data to scale recruitment with consistency – without compromising on quality.



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On top of the good intentions, we could actually measure if our efforts were working and then optimize on it over time.

**James Lesner**

Head of Recruitment

## KEY RESULTS

**16%**

increase in  
acceptance rate  
for tech roles

**22%**

decrease in  
interviews-per-  
hire

**84%**

of Catawiki engineers  
say Metaview helps  
them run better  
interviews



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Metaview has really helped us to scale our onboarding of new interviewers and get them up to speed very quickly.

**James Lesner**

Head of Recruitment

## More 'yesses' for Catawiki

Catawiki's strategy has paid off, if by no other measure than the very low attrition rates the company has experienced in its tech team - especially noteworthy in the current market.

And James truly credits Metaview for the part it has played in that success.



**James Lesner**  
Head of Recruitment

Not only has Metaview enabled us to measure the interviewing consistency we wanted to achieve," he said, "it has really helped us to scale our onboarding of new interviewers and get them up to speed very quickly so that they're competent and can represent Catawiki in the right way.

As talent leaders, Catawiki will continue its scaling journey, using best practices to grow its tech team by another 200 people and expand its presence in Europe and Asia. They know that hiring excellence results in hiring excellent people who will support Catawiki in its mission.



# Want to make every interview an amazing interview?

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