

Learn how Bulb achieved a 100% engagement rate with personalized interviewer training

bulb



Bulb’s story

The incredible growth Bulb achieved in 2018 and 2019 meant a lot of processes needed to be updated. In particular, Tom Fraine, Bulb’s Chief People Officer, and Michael Laws, Head of Recruitment, were concerned that — as they’d grown so fast — Bulb was struggling to make sure all their colleagues were trained to interview fairly and effectively before being put in front of candidates.

As the coronavirus catalysed a move to remote hiring, Bulb turned to Metaview to provide scalable interviewer training that was measurable, and proved far more effective than previous methods.

Using Metaview Coach, interviewers at Bulb had an incredible 100% engagement rate with their personalized feedback, and the rigor of interviews improved by over 13% as a result.

About

- Founded 2015
- 700+ employees
- UK’s fastest growing company

Founded in 2015, Bulb is the fastest growing energy supplier in the UK, and has recently expanded to offer its services in Spain and Texas. Based in London, Bulb uses technology to find new ways to help people lower their bills and cut carbon emissions. Their success has seen them quickly grow to over 700 people, and be named the fastest growing company in the UK in 2018 and 2019.

Stack

-  Meet
-  Suite
-  LEVER
-  Metaview

24

interviewers coached

100%

engagement with training feedback

80%

of feedback rated as ‘helpful’

13%

increase in interview rigor

Interview training that’s effective and scalable

Rather than a one-off, one-size-fits-all classroom-based training session, Metaview’s interview training is contextual, personal, and ongoing. By providing expert-driven feedback based on how interviewers are actually performing, Metaview has proved highly engaging and impactful for Bulb’s teams.

Metaview’s data revealed that the main area for improvement for interviewers at Bulb was to increase the rigor of their interviews.

This insight enabled Metaview’s feedback team to focus on the specific interview skills that would make the biggest difference for Bulb’s interviewers.

Ask open-ended questions

Closed questions limit candidates’ responses or, even worse, lead them into answering what they think you want to hear.

Ask behavioral questions

Focus on the candidate’s past experiences and actions. Past performance is the best predictor of future performance.

Ask follow-up questions

Follow-up questions are the best way to develop a deep understanding of the candidates behaviours and motivations.

Request examples

Learn about concrete examples of situations candidate has dealt with so you know how they’ll behave in future.

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“Metaview is the most effective way to improve interviewing at Bulb because it reacts to how people actually interview. The team loves it because it helps them continuously improve their interviews and develop themselves. Metaview requires almost no implementation and is ready to go in no time.”



Michael Laws - Head of Recruitment

A measurable increase in interview rigor



A measurable increase in interview rigor

Because Metaview measures characteristics of an interview such as the number of questions asked, the percentage of those questions that had follow-ups, and what type of questions they were, Bulb was able to understand — for the first time — what impact this training was actually having on the quality of interviews being conducted within the organization.

These characteristics are measured over time and used to calculate a Rigor Score for the organization.

The Rigor Score at Bulb went from 73, to 84 out of 100. A remarkable increase over just 6 months.



What’s next?

Bulb have always taken a first-principles, forward-thinking approach to solving problems, and their approach to hiring the best talent in 2021 will be no different.

“There is a strong focus on scaling our engineering and product teams in 2021, and we’re excited for Metaview to help us keep the quality bar high,” says Lauren Hall, Talent Lead for Technology and Product.

“We’re rolling out a refreshed interviewer orientation, as well as a bar raiser program. Both of these initiatives are informed by and supported by Metaview’s platform, and — importantly — Metaview will enable us to measure the impact of these efforts on our interview quality.”