

# Games and algorithms to hire talent

**The current form of hiring processes is said to be prone to bias. From screening over interviewing and hiring people, humans tend to prefer candidates they relate to personally. Technology is increasingly being explored to avoid human bias in hiring.**

Unilever for example has moved from its traditional hiring process and sources of talent to online advertising and an [AI based candidate screening tool](#).

Between fall 2016 and summer 2017, Unilever made nearly 500 hires using algorithms and games to select potential candidates and only brought in hiring managers late in the process for final vetting.

AI is used to scan through hundreds of candidates to match their skills and behaviors to their applied function. As part of the interview process, candidates are invited to play a 20 minute game and submitting a video interview. The gamified solution allows candidates to be matched specifically on their fit scores to the function, followed on by the video interview which uses a Unilever specific model to understand vocabulary, facial expressions and response. These factors reveal clues about each candidate, their intelligence, personality and emotions.

For Unilever, the experiment has been a big success. Its hiring has become more efficient and less prone to error. In one year, Unilever saved over £1 million, reduced recruiting time by 75%, and hired their most ethnically and gender diverse class to date.

With 170,000 employees globally and a influential role among multinationals in many sectors, Unilever's innovative hiring mechanisms have the potential to revolutionize hiring and democratize the job market.



**Unilever's recruiting process explained and tested**  
*(click image to watch video)*