

# Meet the world's first **Smart Interviewer**

The newest member of your hiring team.  
Win the right talent. *Fast.*

**smart** interviewer  
by **sapia**.ai



# Sapia's automated chat interviews like your best interviewers

"Describe an experience that has shaped you and your values," our Ai Smart Interviewer asks over chat. It's the type of validated question used in the structured interviews it conducts with every candidate.

The experience feels natural. Even the three dot bubble that pops up as the Smart Interviewer writes reminds candidates of their most recent text exchange with a friend or colleague.

Every candidate gets this interview opportunity, the instant they apply - improving the candidate's experience with the brands using it and giving them an incredible edge in the race for talent, where first to move frequently wins.

*But the question above has no right answer.*

It isn't math. It isn't a knowledge test. It isn't a common chatbot's yes/no qualification question.

## **So how can the Smart Interviewer score it?**

The technologies behind Sapia's Smart Interviewer ring familiar yet their unique combination allows it to interview in a way never before possible. The Smart Interviewer scores interviews by doing *three things* distinctly well...

### **1. Understands language**

Using an open-source natural language processing system from Google called BERT along with a proprietary dataset, the Smart Interviewer is able to understand personality (and much more) from language better than any previous study including those from IBM and Facebook.

**1.8 million**  
Interviews

**700 million**  
Words Analyzed

**9.0/10**  
Candidate  
Satisfaction

*"Language has long been seen as a source of truth for personality - it defines who we are. A Smart Interviewer offers a direct way to understand personality from language using an experience that is human and empowering"*

**Buddhi Jayatilleke**

Chief Data Scientist, Sapia

## 2. Defines good

The Smart Interviewer uses a rules-based model for defining good instead of a classification model. Think interview rubric vs. "our top guy Jack wears red shirts, hire people who wear red shirts." The interview rubric comes from working with the talent team responsible for the role, defining the ideal profile in terms of traits that matter like accountability and teamwork. Candidates are scored accordingly, like your best interviewer would do. Only a Smart Interviewer does this consistently for every single candidate.

## 3. Requires fairness

Unlike other talent assessments, a smart Chat Interview has fairness requirements built directly into the model design. So rather than building a model and testing it for fairness after it's been deployed, our Smart Interviewer requires that it's recommendations are fair using the 4/5ths rule before a model is approved for use.

Think of the Smart Interviewer as your smartest and most objective interviewer, creating a weighted score for every individual that applies, aligned to the ideal profile for the role they're applying for.

Every candidate that applies and interviews receives a personalized feedback profile to help them in their job search. Its an end to "ghosting" that many candidates face after they submit an application. Over 90% of the candidates agree with the insights and at times are surprised by how accurate they are.



# 1,741,582 Interviews so far, and still counting...

"This is extremely helpful, it only reassures me that I am worthy and that I do have what it takes to be successful in my work or career"

"I thought the interview was really good, ive never done one this way before, really easy, very relaxing."

"this is such an amazing way to build on someones confidence i love it."

"The key attributes about my personality is so correct. I cant believe how accurate it is. Thank you for giving me the opportunity to take this assessment. I really did enjoy it very much. A lot of companies should think about giving interviews and tests like this it really gives the applicant a perspective on how they truly are as a person."

"This was a new, unique experience and I really enjoyed it! Interviews can be loaded with pressure, but this format made it feel natural, comfortable, and allowed me the time and space to be able to articulate my answers in a way I feel comfortable with. Thank you for the experience and opportunity!"

"Great interview process. I love how this interview is set up like general SMS, makes this experience fun and enjoyable! :)"

"I found the insights given to me profoundly useful and eye-opening. I still cannot believe that a bot can identify my traits and qualities better than my own self! It only took five questions which truly is so shocking and impressive. I highly recommend every employer to use this because I am confident that every employee will learn so much more about themselves."

"Quite relaxing as it gave me time to be transparent and honest, in my answers."

"I am really sorry if this does not count as being useful for you but that was an amazing email! I don't know if you send the same to everyone but that felt so personal as if the person genuinely took the time to read my answers and send a summary of myself. If you did, and its not an automatic response that was pretty amazing and I want to say Thank you very much whoever you are, I hope you have a fantastic rest of the year x!"

"This is a pretty novel way of trying to identify talent. I am impressed and amazed at the same time."

"This made my day. great much needed advice and got my personality down 100%. FrEaKy."

# Objective intelligence on every candidate

Smart Interviewer is your team's most experienced interviewer, creating a shortlist of the best from objectively interviewing every single candidate.

No matter the role being hired for, communication, behaviours and personality will determine success in your organization.

From every interview, our Smart Interviewer learns more deeply about your candidates than a resume could allow, gathering insight into their **traits, personality and communication skills**, arming you with valuable insight to help you decide who to move forward with.

The outcome of a smart Chat Interview with is both a score, ranking & comparison, and a **talent profile with highlights** from their interview. The profile details the candidate's weighted score for each key trait, allowing you to compare candidates and get a close read on whether you think they would be a good fit for your team.

Learn about the candidate by reading their verbatim responses, and use the recommended interview questions to probe further on the development areas that the Smart Interviewer has identified in their first interview.



# Use cases

Hiring today is complex and its challenges are multi-faceted.

The world's Smartest Interviewer solves for the biggest issues hiring teams face, enabling organizations to achieve their hiring goals faster.



**High  
volume**



**Hiring with  
speed**



**Internal  
mobility**



**Value  
screening**



**Diversity  
hiring**

# High volume

High candidate volumes are stressful. Having a Smart Interviewer on your team makes them easy to manage.

Volume hiring brings with it many challenges.

High costs due to inefficient processes, difficulty in maintaining fairness and consistency in experience, increased time to hire and high candidate drop out.

Not to mention overworked and stretched recruiters and hiring managers scrambling to meet demand.

With a Smart Interviewer, the pressure is removed from your team so they can focus on higher value tasks.

**Sapia's interview platform scales rapidly to handle any volume, reducing costs and time to hire while ensuring fair, data-driven decisions and a world-class candidate experience.**



**5x payback in 4 months giving back 8,000 hours to the business. Less than 1p per applicant to deliver 99% positive sentiment ... a game-changer for Iceland!**

*Head of Talent and L&D  
Iceland Foods*

# Hiring with speed

Making fair decisions quickly is imperative in a candidate short market. A Smart Interviewer gives you the data you need to hire the best, fast.

Speed to hire is critical today. Hiring teams globally are struggling to find talent, competition is cut throat and first mover has the advantage.

But how can you balance speed with fairness, quality and a world-class candidate experience? Human-centred automation is the only way that fast hiring decisions can be made that are fair and data driven.

A Smart Interviewer interviews every candidate, and progresses the best automatically, making objective recommendations instantly.

Sapia's Smart Interviewer enables hiring teams to move from ad to offer in hours, while keeping candidates engaged and ensuring decisions are fair and objective.



**In one week, we had 10,000 candidates apply, and hired 2,000. Sapia enabled us to make offers in under 24 hours in some cases, knowing that those offers were going to the best candidates, and the interview process was fair and engaging.**

**Keri Foti**

*Head of Advisory & Talent Acquisition Services,  
Woolworths Australia*



# Value screening

Screening for skills before values creates missed opportunities. A Smart Interviewer finds candidates who are aligned to your mission.

In a world of increasingly transferable skills, it's more important than ever to assess values before skills. Put simply, it's easier to teach a skill than it is to instil a value or trait.

However, hiring teams too often have to rely on 'gut feel' or prior experience to assess candidate fit, creating inconsistencies.

Having a Smart Interviewer at the top of your funnel enables you to objectively rank and shortlist candidates who are more likely to bring the values you need to the role.

Sapia's Smart Interviewer interviews all of your candidates to discover what really matters for success in your organization - values, traits, personality and communication.



**We've been able to hire a diverse team that reflects the values of our organisation, whilst giving our candidates a world class experience, saving thousands of hours for our recruitment team.**

**Anna Livingston**

*Chief Diversity & People Officer  
Tennis Australia*

# Internal mobility

Internal talent is often overlooked. A Smart Interviewer finds internal talent fast and fairly.

In today's market, keeping great talent is imperative, however many organizations struggle to make objective decisions when it comes to their own people. This can result in unfair promotions and lateral moves, decreasing employee engagement and productivity.

A large part of the reason for these issues lies in the capability of hiring managers, a subjective talent identification process, and a lack of data leading to a low understanding of the organization's talent pool.

Sapia's Smart Interviewer puts objective intelligence in the hands of hiring managers, helping them to make consistent, data-driven decisions.



**Sapia has been fantastic for us. It revealed talent we just did not see ourselves which was amazing. It enhanced trust in our promotion decisions because the team knew we were using objective data to make those all important decisions, and importantly, it embedded learning into a core HR process.**

*GM Table Games, **Crown Casino***

# Diversity hiring

Making meaningful change in diversity starts with fair hiring practises. A Smart Interviewer is built to be fair and objective, ensuring every candidate gets a fair go.

Traditional hiring practices are broken. CVs are riddled with bias, and no amount of training can remove unconscious biases that lead to unfair hiring decisions.

Using a Smart Interviewer to interview every candidate blindly not only gives everyone a chance to shine, it ensures that candidates are selected only on their ability to perform in the role, and not their background, race or gender.

Sapia's Smart Interviewer is your most objective interviewer, interrupting bias and shining a light on diversity across the business.

Sapia improves diversity through both a radically fair interview process, and analytics that highlight bias through the hiring funnel, creating full transparency.



**We've hired three times more ethnic minorities and 1.5 times more women in the past 3 months than we had using our traditional approach! In a matter of weeks, we have jumped years ahead of achieving our diversity ambitions.**

**David Nally**  
*HR Manager, Woodies Ireland*

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See our Virtual Product demo here