



# #owiwi in action



## GREEN2SUSTAIN SHIFTS FROM MANUAL SCREENING TO GAMIFIED PRE-EMPLOYMENT FILTERING WITH OWIWI

### Industry

Environmental

### Company type

SME

### Challenge

Outdated & lengthy hiring processes

### Results

- 2 hrs for CV screening instead of 8 hrs
- Shorter interviews
- Better quality of hires
- Stronger employer brand
- Improved candidate experience

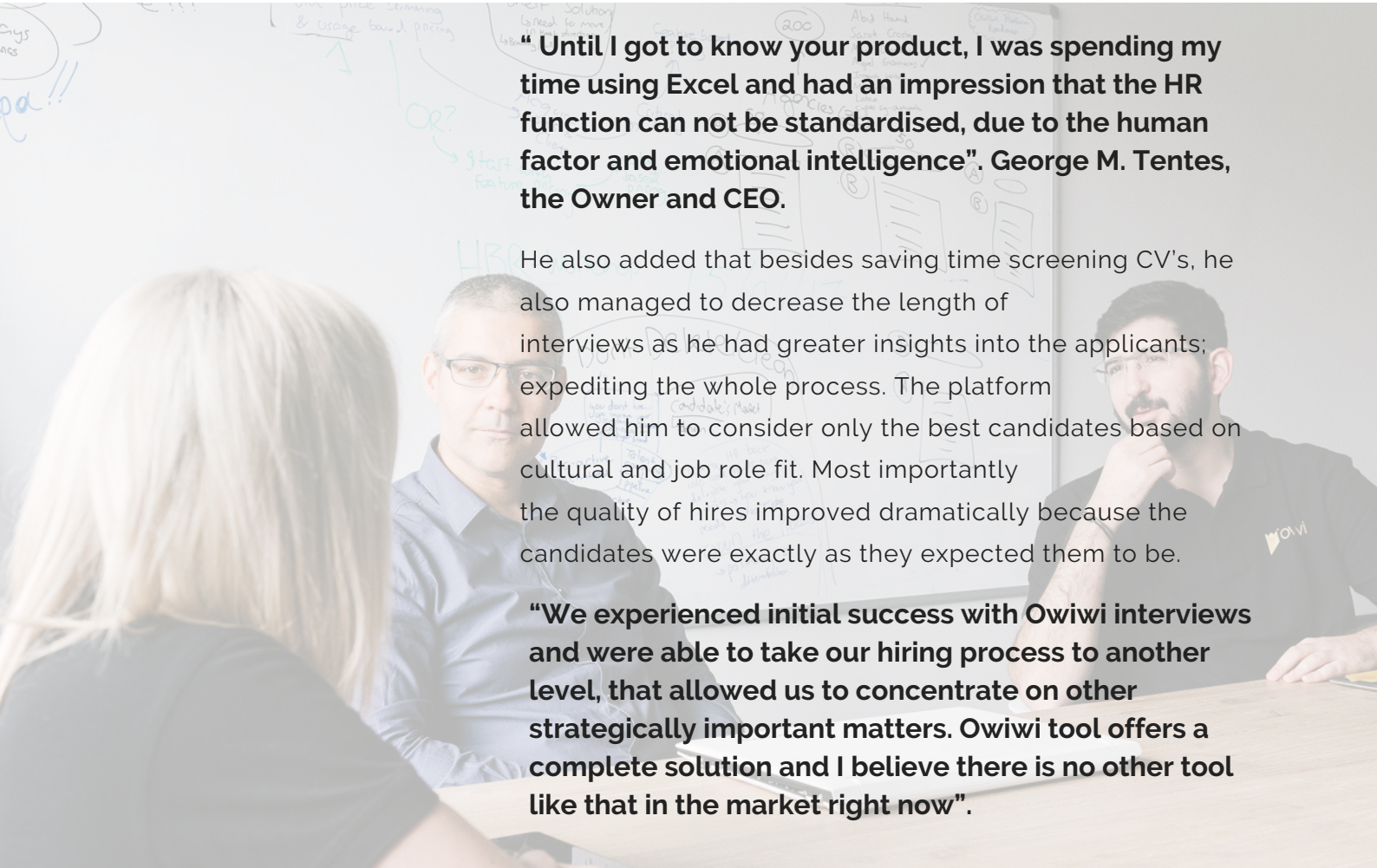
### CHALLENGE

**Outdated processes rooted in Excel files, paper and manual assessments. Inexperience in the HR field and general volatile environment inside the company. 8 hours for screening 100 CV's to make a new hire.**

Green2Sustain is active in the field of environmental and sustainability services, with an emphasis on tourism and urban development. The company is currently experiencing a period of growth, and in order to sustain it; a long-term people strategy is required to facilitate the scaling up phase of the business. The goal of Green2Sustain is to increase the number of employees by 2-3 new hires in the immediate future in order to keep up with the increased demand of their services.

Due to the company's rapid development and sudden (but necessary) change of plans: such as acquiring new large-scale projects, there is an immediate need and challenge of keeping up with the pace of growth. This challenge was further compounded by the absence of a formal HR department which could alleviate the operational capacity of the remaining team.

Green2Sustain first applied Owiwi's gamified pre-employment tool into their hiring processes in 2018. Sourcing hundreds of applications manually and lacking hiring experience, George M. Tentes, the Owner and CEO of Green2Sustain saw the opportunity to leverage the self-service hiring platform of Owiwi to optimize their hiring strategy.

A photograph of George M. Tentes, Owner and CEO of Green2Sustain, sitting at a table with a woman. In the background, there is a whiteboard with various handwritten notes and diagrams. The text is overlaid on the right side of the image.

**“ Until I got to know your product, I was spending my time using Excel and had an impression that the HR function can not be standardised, due to the human factor and emotional intelligence”. George M. Tentes, the Owner and CEO.**

He also added that besides saving time screening CV's, he also managed to decrease the length of interviews as he had greater insights into the applicants; expediting the whole process. The platform allowed him to consider only the best candidates based on cultural and job role fit. Most importantly the quality of hires improved dramatically because the candidates were exactly as they expected them to be.

**“We experienced initial success with Owiwi interviews and were able to take our hiring process to another level, that allowed us to concentrate on other strategically important matters. Owiwi tool offers a complete solution and I believe there is no other tool like that in the market right now”.**

### **OWIWI DISPLACES TRADITIONAL CANDIDATE ASSESSMENTS**

Prior to Owiwi, Green2Sustain's recruiting process included the traditional methods of assessment with numerous questions, conducted by an interviewer. The process was excessively lengthy and biased. With the use of Owiwi's gamified pre-employment assessments, Green2Sustain transformed its hiring process into a fast and efficient hiring model. The platform uses its database creating norms for different positions, providing bias free hiring solution. In addition to that, George applauded the the user-friendliness of the platform,



**"For example, that I can find a candidate by typing only his first 3 letters of his name makes me very happy".**

### **OWIWI ENHANCES EMPLOYER BRAND THROUGH POSITIVE CANDIDATE EXPERIENCE**

With the Owiwi pre-employment tool Green2Sustain was able not only to shorten their hiring period, but also strengthen their employer brand. The feedback they were receiving from the candidates showed that the candidate experience had improved.

**"We received a very good feedback. Candidates who expressed their opinions said it was very nice, very interesting, genuine and representative", George shared.**

Summing up, the transformation brought by Owiwi resulted with shorter hiring period, reduced scanning hours, better quality candidates and hires, better candidate experience, improved employer brand.



#### **Questions?**

Contact us at [info@owiwi.co.uk](mailto:info@owiwi.co.uk) and we will answer any questions you may have.



#### **Book a Call**

Call us at [+2103640924](tel:+2103640924) and our Account Manager will guide you according to your needs.



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