



How Hudl implemented interviewer training at scale with Metaview



CLIENT

Hudl



HEADQUARTERS

Lincoln (USA)



HEADCOUNT

1,000



TECH STACK

zoom

greenhouse

okta

In sport, it's often the split-second decisions that are the most memorable — but it's strategy and knowledge that keeps teams winning long-term.

Sports performance analytics organization Hudl knew that to help their customers win more games, they needed to provide them with the data and analytics to better understand their performance. But as the company began to scale rapidly, Hudl realized that they needed to apply the same data-driven approach to their People processes if they wanted to build a world-class team. That's when they found Metaview. Hudl CPO Kyle Murphy, said:



Metaview is the best way to coach and develop interviewers on the team, and gives us the data we need in order to know if we're running a fair and rigorous process.

Kyle Murphy

VP People & Corporate Comms



KEY RESULTS

2,000

Interviews captured
and analyzed

14%

decrease
in time-to-hire

75%

reduction in
interviews with low
question count

118

Interviewers received
personalized
coaching



-

Feedback was awesome.
I incorporated it into my
candidate questions script.
Metaview rocks.

Derek Nordgren

Senior Software Engineering Manager

Interview performance analytics to scale a high-performing team

Founded in 2006, Hudl was born from a mission to make every athlete look like a pro. In their almost two-decade stint on the market, they've grown from a pilot involving 12 high school sports teams to serving 180,000 teams globally.

Over
1700
employees

As a sports performance analytics organization, Hudl is no stranger to helping teams identify where they are dropping the ball on their game strategy. However, they didn't have the same visibility on their own interview process.

—
20
countries

With a headcount of over 1700 employees distributed across 20 countries, Hudl's talent team understood that a lack of well-trained interviewers could lead to poor role fit, increased turnover, and a negative candidate experience, as well as overburdening their existing team members.

They needed to build a scalable, repeatable interview process, evaluate their existing approach, and train everyone to the same standard.

Capturing data on their interview process enables Hudl to:



PINPOINT

weaknesses in their interview process and performance



STANDARDIZE

interview processes at scale



IMPROVE

their interviews by providing personalized feedback to team members

Driving whole-organization consistency with personalized training

2,000
interviews
analyzed

Hudl's main concern was driving interview quality and consistency at scale. Metaview's automatic analysis of over 2,000 interviews from 467 interviewers at Hudl identified a few key areas for improvement:

Interview rigor: some interviewers were regularly asking a low number of questions (fewer than 6) in their interviews.

Limiting questions: some interviewers were regularly asking too many closed (yes/no) questions, which limited the amount of insight gathered from the candidate on a topic.

Stacked questions: some interviewers tended to stack questions by asking multiple questions at once, instead of asking follow-up questions.

Metaview's analysis showed that 25% of their current interviewers needed some coaching on how to improve their interview technique, particularly with regard to interview rigor. This insight gave Hudl clear action points on where they needed to focus in order to standardize their interview process across the whole organization. As a result, they implemented Metaview Coach to support team members with personalized feedback.

METAVIEW PROVIDED INTERVIEWER TRAINING AT SCALE

2,000

interviews analyzed
using Metaview since
October 2020

118

interviewers received
personalized
coaching

83%

of interviewers rated their
coaching feedback as
'helpful'

Decreasing time-to-hire while creating a whole-organization standard for interviewer rigor

Focusing on interview consistency and supporting interviewers with personalized training has resulted in some big wins for the Hudl team:

75% reduction in interviews with fewer than 6 questions

Metaview's intelligent interview analysis meant that Hudl could identify instances where interviewers were asking too few questions, leading to suboptimal interview rigor and opening the door for potential poor role-fit. After some of their team members underwent personalized training using Metaview coach, Hudl saw a huge 75% reduction in interviews with fewer than six questions.

2x increase in average candidate monologue length

Hudl also dramatically improved candidate share of voice, by reducing the amount of closed ended questions. This doubled the average candidate monologue length, leading in longer, more descriptive interview responses.

14% decrease in time-to-hire

The biggest win of all? Hudl has been able to significantly reduce its time-to-hire, with hiring velocity at its fastest since 2016.

As Hudl continues to scale headcount across 20 locations globally, it's clear that data-driven hiring is central to building a high-performing team.



Want to make every
interview an amazing
interview?

metaview.ai

[Request a demo](#)