

Structured interviewing helps Blacklane increase quality hires by +20%

Greenhouse powers data-driven hiring,
resulting in higher offer acceptance and
quality of hire



greenhouse + **BLACKLANE**

About Blacklane

Blacklane is the premier provider of chauffeur services globally, active in more than 50 countries. The company creates seamless experiences that bring true peace of mind to guests, offering sustainable incomes to chauffeur service providers, while being mindful of its environmental impact.

Blacklane is significantly driving its profitable growth across regions by increasing its market penetration as well as expanding its services ranging from global to local mobility solutions.

As Blacklane has shifted to a hybrid working style, it's become increasingly important to create consistency in the hiring process. Tamara Menéndez, Head of Talent Attraction at Blacklane, said, "While we are continuing on our growth journey, we want to ensure that everyone feels included and treated equally – even if they're not located at our headquarters."

For Blacklane, 2023 was a banner year, with 10 hires made across the C-suite and top leadership. As Blacklane continues to grow its employee base, structured hiring has become non-negotiable.

Fast facts

2011

year founded by
Dr. Jens Wohltorf
and Frank Steuer in
Berlin, Germany

50+

active countries,
providing premium
mobility services
around the globe

300

employees,
representing 54
nationalities, across
Germany, Spain,
the UK, the U.S.
and the UAE



The challenge

Establishing a consistent, structured hiring process that leaves room for flexibility in a fast-growing global market

First, the talent team needed to establish Blacklane’s employer brand and share consistent information throughout the hiring process. In the past, hiring managers at Blacklane didn’t have clear criteria for evaluating candidates. This lack of clearly defined skills and attributes meant hiring decisions were more susceptible to inconsistency and bias. At the same time, because the company was hiring globally, processes needed to stay flexible. “Hiring is quite complex due to different labour laws and markets around the world,” said Tamara.

While hiring has been ad hoc in the past, Tamara said they were ready to address those inconsistencies through structured hiring processes and a more strategic approach to headcount planning. “It’s important for us to be able to anticipate needs and work with the CFO, the CHRO and the entire TA team to look at what’s ahead of us and how we can reduce our time to hire.”

“When I joined Blacklane back in 2020, hiring managers weren’t really sure what they were looking for. Gut feelings always came into the conversations instead of objective criteria. We’ve worked together to establish a clear, standard hiring process.”

Tamara Menéndez

Head of Talent Attraction, Blacklane

The solution

Greenhouse scorecards help hiring teams stay aligned and accountable and deliver a consistent candidate experience

Blacklane partnered with Greenhouse to help streamline their hiring processes. The feature that has been most widely adopted throughout Blacklane is the interview scorecards, as they promote transparency within the hiring team. “We all need to understand what’s happened with a candidate and be on the same page. Greenhouse offers this awareness and adds accountability,” Tamara said. With Greenhouse in place, there has been more consistency in different stages of the hiring process. This includes interviewers leaving notes when rating an attribute and hiring managers assigning focus attributes, defining the most important attributes for the candidate round-up and following consistent stage-naming conventions.

“Having everything in one place with Greenhouse makes it very easy to adapt the process to make it consistent, and gives new hires the highest chance of success possible.”

Tamara Menéndez
Head of Talent Attraction, Blacklane



In 2023, Blacklane also introduced a new hiring training programme aimed at improving best practices throughout the organisation for all stakeholders who play a crucial role in hiring. The inclusion of shadowing sessions planned by the talent team adds an exciting dimension to the process, enabling Blacklane to promptly and efficiently address specific day-to-day questions that may arise.

The results

With Greenhouse as its hiring platform, Blacklane now has a central source of truth for all information about candidates – and the results are clear across the organisation. Quality of hire is a critical metric for the talent team, measured by how many new hires complete probation, meet specific performance outcomes and achieve promotions. Since they began measuring this metric in 2022, the overall quality of hire has grown by over 20%, approaching closer to their goal of 80%.



Committing to structured hiring practices has created a replicable experience for candidates, hiring managers and interview teams that mitigates bias and streamlines the process. For example, using Greenhouse made it possible for Blacklane to fill strategic roles internally and hire for several executive-level positions. In 2023, Blacklane improved candidate experience and more clearly defined its job requirements, resulting in an 88.5% offer acceptance rate. This leads to a virtuous cycle where defining exactly what skills a candidate will need helps hiring teams to better identify qualified candidates, extend the right offers and set new hires up for success.



“Greenhouse significantly increases the chance of successful hiring, resulting in the highest calibre of candidate. The centralised platform allows various stakeholders to better understand their role in the process, share feedback, evaluate candidates fairly and communicate seamlessly.”

Tamara Menéndez
Head of Talent Attraction, Blacklane

greenhouse

Greenhouse is the hiring software for people-first companies. Our industry-leading platform brings a structured hiring approach to any company's process, helping to promote more fair and equitable hiring practices and more data-driven decisions so companies can continuously get better at hiring.

To learn more, visit
[**greenhouse.com**](https://greenhouse.com)