

Uber for Business

How Shopify uses Uber Eats to delight remote candidates



Problem

Before the pandemic, Shopify crafted personalized interview experiences for executive-level recruits. This included flying them to Toronto, putting them up in hotels, and helping them get to know the city through dining and sightseeing. When COVID-19 halted travel, Shopify needed a way to continue elevating interviews remotely.

Solution

Shopify used the Uber platform to request rides for candidates, so they decided to give vouchers for Uber Eats to remote interviewees. Being able to order a meal at home delighted the candidates and solved another pre-pandemic pain point. Remote candidates had been allowed to expense meals, but Shopify's processes required personal bank information and considerable internal effort. Vouchers helped eliminate this process.

Benefits

Vouchers helped Shopify show interview candidates that they care, even while unable to host them on-site. As Uber Eats is accessible in over 10K cities, it also made vouchers a widely usable benefit for global candidates. Lastly, the program was simple to set up and manage with the help of Uber for Business account support and how-to content.

Uber for Business is a platform for managing global rides, global meals, and local deliveries for companies of any size. For more information, please visit uber.com/business.

Industry

E-commerce

“This was a chance for us to show the candidates that we were still thinking about them amidst all the things that were going on in this new reality. It was something we could do [that] continued to create the candidate experience in a way that was meaningful.”

Calvin McKee

Shopify Executive
Recruitment Coordinator

