



RECRUITING SUCCESS STORY

Transforming hiring with AI simulations

How Jam's realistic cold-call simulations saved 4h per hire and improved hiring decisions at GetYourGuide.



CUSTOMER

GetYourGuide

Revenue activation in practice

In their words.



Denise Hasircioglu

Senior Business Recruitment
Lead at GetYourGuide



We completely transformed our Sales hiring with Jam. We've been using their AI simulations to objectively assess sales candidates on cold-calling skills.

Jam gives us deep insights on what candidates can actually deliver in a realistic cold-call simulation. This help us identify the best talent quickly.

We used to do these role-plays manually in live sessions. Using Jam has saved us about four hours per hire. The time we save we invest in a better quality conversation to learn more about the candidate's cultural fit.

It helped portray our AI-first mentality at GetYourGuide and got candidates excited about joining us. When they become employees, they continue their AI learning journey with Jam.

THE IMPACT, IN THEIR WORDS

“Using Jam has saved us about four hours per hire.”

GETYOURGUIDE × JAM

Recruiting for GetYourGuide's Sales

GetYourGuide is scaling its sales teams globally — hiring new reps across APAC, EMEA and America's.

Before Jam, candidates were assessed via manual role-plays and case studies: valuable but also time consuming not to mention the delays experienced trying to schedule several interviews in different time zones.

This bottleneck made scaling recruiting globally more difficult.

GetYourGuide needed a more objective, scalable way of assessing candidates' skills.



AI simulations as skill assessments

Jam built AI simulations mirroring GetYourGuide's real cold-call scenarios. This involves a realistic customer personas complete with pain points, needs, and objections.

Candidates complete this voice-to-voice simulation during the hiring process. Through the simulation, GetYourGuide can assess what matters most: candidate's cold-calling skills.

Jam delivers an overall score (0–100), detailed feedback per conversation step (e.g., pitching, objection-handling, closing), plus the audio recording and transcript of the session.

This enables GetYourGuide graders to review how the candidate performed - and improved across multiple attempts through feedback (coachability).



GetYourGuide's benefits

4 hours

SAVED PER HIRE

GetYourGuide saved around 4 hours per hire just on the role-play portion to assess skills — freeing up recruiters time for more strategic tasks.

- **Better skill assessments**

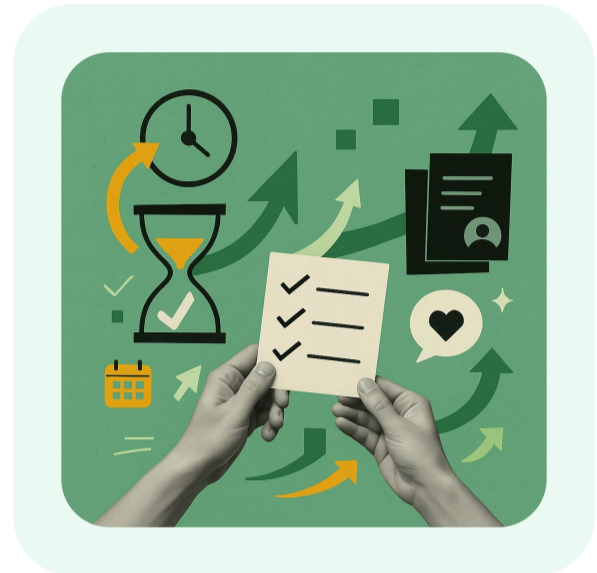
Standardised simulations + data-driven scores give us consistency across candidates and eliminate much of the subjectivity in traditional interviews.

- **Better hiring decisions**

With the role-play covered, hiring teams can focus on other key traits (e.g., culture fit).

- **Improved candidate experience**

Candidates appreciate that GetYourGuide gives them a realistic taste of the job early and transparent feedback on their performance.



LET'S TALK

Want to bring AI simulations to your own hiring process?

We can help you find and onboard the right talent.

Get in touch with us to learn more.



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GET IN TOUCH