



# Symba | Robinhood

## CUSTOMER SUCCESS STORY

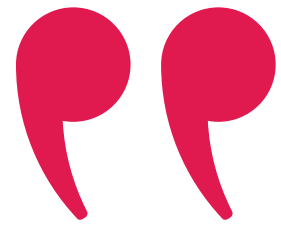
How Robinhood Streamlined Its Internship Feedback Collection Process

# OVERVIEW

For Robinhood's university recruiting (UR) team, regularly surveying all internship program participants, including interns, managers, mentors, and peers, is essential to optimizing their program. However, they were spending several hours a week during review periods collecting and organizing feedback for their internship program.

**Using Symba, Robinhood was able to automate the feedback process and save 4-5 hours per week during review periods.**

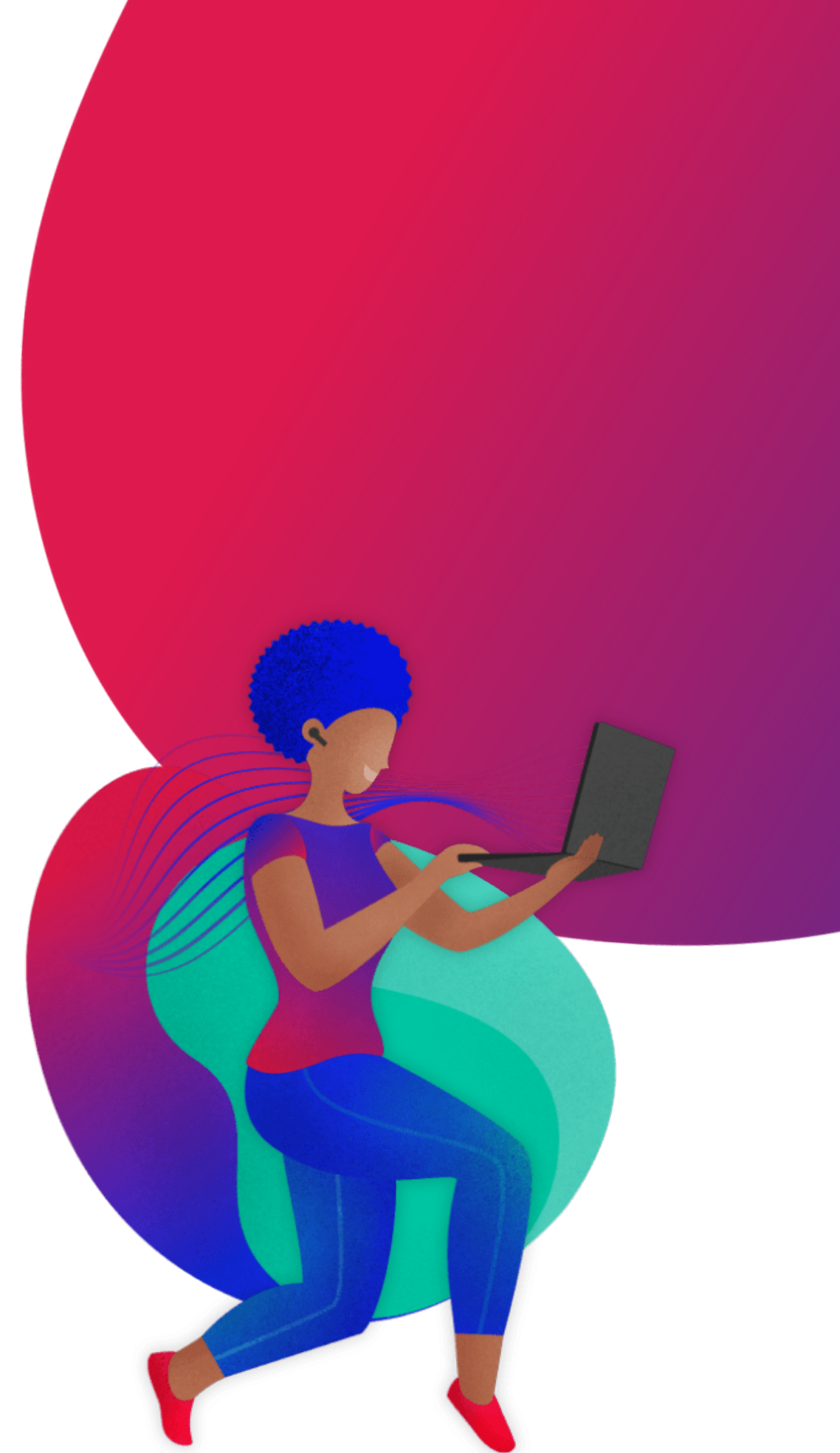





*[Symba is a] really good solution for collecting manager and mentor feedback for midpoint and end of program reviews. Before, we were on Google Sheets which was not organized, and now Symba has kept us organized and made it a seamless process."*

**Ashley Smith**

Program Manager, UR Program and Events



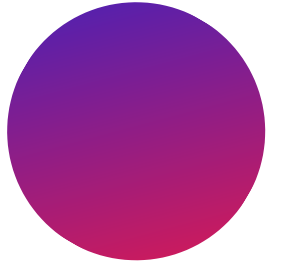


# ABOUT ROBINHOOD'S PROGRAM

On a mission to democratize finance for all, **Robinhood is a financial services company that makes trading more intuitive, affordable, and inclusive to ensure that everyone, regardless of wealth or industry knowledge, feels empowered to participate in the financial system.** Their university recruiting team runs a year-long internship program and aims to convert their interns to full-time hires, support diversity, equity, and inclusion (DEI) programs and initiatives, and provide learning and growth opportunities for early career talent.

The program hosts three cohorts each year. Interns typically work for 12 weeks during the Winter (January-April), Summer (May-September), or Fall (September-December) and can apply to support various business functions from finance to engineering.

# THE CHALLENGE



Senior University Recruiter Tiffany Siu and the UR team at Robinhood collect feedback at program midpoint and end from interns, managers, mentors, and peers to understand program success. **They were using several Google Forms (one for each participant type) and Google Sheets to collect survey results. The process was inefficient; not only were they spending several hours a week on this but manual collection through Forms was making it difficult to track submissions.**

They needed a solution that would help them streamline their feedback process, especially as their internship program continues to grow.

# HOW SYMBA HELPED

Robinhood turned to Symba and through automation, was able to **save on average 4-5 hours/week** during review periods. Rather than sending out multiple surveys via Google Forms, the UR team leveraged Symba's customer success services to build an optimized survey with if/then paths to customize questions according to role.

In other words, only one survey link was needed now and all responses could be collected and sorted in one place. Symba's customer success team also assisted in building out PDFs and worksheets based on survey results to help ensure managers, mentors, and recruiters are able to review how each intern is doing in an efficient manner.

# HOW SYMBA HELPED

*"Our intern class has doubled almost each year, and it's been incredibly helpful to have the Symba platform as the program continues to scale." - Tiffany Siu, Senior University Recruiter @ Robinhood*

On top of being able to easily collect feedback from multiple parties, Robinhood's UR team experiences world-class customer support from Team Symba, who respond quickly and accommodate last-minute requests.

*"We're much more efficient in engaging interns and mentors now – especially remotely. Symba is an amazing partner – responsive and receptive to tailoring the platform to our needs. With Symba, we can automate processes and focus on improving our UR Program!" - Char Delapena, Head of University Recruiting, Robinhood*



# CONCLUSION

Feedback collection is important for measuring internship program success and understanding areas of improvement. With the help of Symba, Robinhood's UR team was able to transition their feedback collection into one environment and establish a seamless process, allowing them to save time and scale with more ease.



*Symba is a great tool to help automate processes within the intern program. We're excited to continue building out our usage!"*

**- Tiffany Siu, Senior University Recruiter**



# About Symba

Symba, a women-founded tech startup, powers global workforce development programs, including remote, hybrid, and in-person internships, bootcamps, accelerators, apprenticeships, and more, with its management platform.

Using our platform, you can:

- 1. Manage Your Entire Program In One Place**
- 2. Easily Track Insights and Measure Success**
- 3. Foster Community and Engagement**

Want to see how Symba can power your workforce development program?

[Schedule a Demo](#)