

From locked out to in control: Swapfiets' HR turnaround with Bob

Founded in
2014

Headquarters
Amsterdam, Netherlands

Employees
1,200+

Sites
Netherlands, Germany, Belgium, Denmark, France, Austria, Spain, UK

What they do
Provides city bikes and e-bikes through a bicycle subscription service.

Highlights

- **Successful self-service implementation in 8 months** with a full Core HR and hiring implementation, done entirely in-house
- **From 7 tools to one platform**, and the entire employee lifecycle now lives in Bob
- **On track to break even vs. the previous setup by 2027**, with ~$100K a year in consultancy costs already eliminated

Why buy a bike when you can just subscribe? No maintenance hassle, no searching for a repair shop, if anything breaks, you swap it and ride off. That's the whole idea behind Swapfiets.

It took off fast, growing from a few Dutch student towns in 2014 to over 280,000 members across eight countries. But growing at speed has a habit of pushing tech infrastructure to its limits. By 2024, that's exactly what was happening in Swapfiets' HR team. The systems running their people operations were struggling to keep up, creating extra work right when the focus shifted to profitability.

Time for a change. Enter HiBob. What followed was a total reset of how HR works at Swapfiets.

> **"After one or two demos, we were like, it can be made simple, and we can do things ourselves. HiBob looked easy. And it turned out to be easy."**



Gideon Evers
HRIT Manager, **Swapfiets**

Scaling past what their old system could handle

In 2023, as Swapfiets pushed into new countries and headcount climbed, Gideon Evers, HRIT Manager at Swapfiets, and his team found themselves on an intentional path towards HR tech stack consolidation, moving away from a patchwork of local payroll tools toward a single integrated suite, run through another global Core HR and payroll partner, covering HR, payroll, time, and attendance, all in one place.

But as Swapfiets scaled, the cracks started to show. Payroll ran inaccuracies every cycle; its core HR system at the time was centrally owned, and controlled by the vendor, which meant any change Swapfiets wanted—whether it be a new field, a localized onboarding form, or a country-specific workflow—had to go through a long queue that rarely moved quickly.

"Every month, we had to check payroll quality and track the errors in both the test run and the final run, and those were always below SLA. And with 1,200 employees on payroll, you can't check every payslip. Things slipped through." says Gideon Evers, HRIT Manager at Swapfiets.

The ops team was finding itself spending more on reconciling data than ever before, leaving them looking for an HCM that gave them more direct control. But what Swapfiets wanted wasn't the most feature-heavy system on the market. It was an HR system they could configure themselves, adapt as they grew, and implement without becoming permanently dependent on outside consultants to keep it running.

After going through a thorough evaluation process, Bob took center stage.

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An award-winning implementation, built entirely in-house

So, in May 2025, Swapfiets officially joined the HiBob family. By November 2025, Core HR was live in its first four countries. And by January 2026, every country was live, including full payroll integration with their new payroll partner, Remote.

Eight countries. Eight months. Done entirely in-house.

Gideon and his colleague Mathias Plum, HR Project Manager, led the implementation themselves, working through the Bob training materials ahead of kick-off and running weekly check-ins with their Bob implementation consultants. However, in all honesty, they didn't need much guidance. After three years of being locked out of their own system, the motivation was there, ready to get the ball rolling.

"We were stalled for three years with our previous HRIS platform. So we just kicked implementation off. Week after week, we were early with deliverables." says Gideon Evers, HRIT Manager at Swapfiets.

Even their PMO lead had said it couldn't be done in the timeframe. They proved otherwise. In fact, when Swapfiets held its global end-of-year company meeting, the project was nominated for and won the internal 'Make It Happen' award, named after one of Swapfiets' four core values.

It's since become an internal reference for how to run a technology project at Swapfiets.



One home for the entire employee journey

Before Bob, Swapfiets had seven separate HR tools covering different parts of the employee journey: performance, learning, hiring, surveys, and more. After go-live, most of that was consolidated into one place. And that difference was nothing less than experiential.

When a new joiner comes in now, their journey starts in Bob and stays there. Their contract is generated through hiring, they move automatically into Core HR, and from day one, they can watch a video about their first shift as a bike mechanic, complete onboarding training, and start getting to know their colleagues—all in the same platform.

For a business that had seen early-tenure turnover climb when people didn't connect quickly with the role, the team in Swapfiets' people team is sure these small changes will make all the difference.

Learning went live across the business in March and April 2026, alongside performance and development. And the employee survey (something Swapfiets had been wanting to run for some time) went out on the 1st of June 2026, with segmentation and filtering built directly from the data already sitting in Bob. No exporting to a third-party tool, no manual categorization.

"Getting all of the solutions in one, all of the processes in one platform, that was really what we were looking for." says Gideon Evers, HRIT Manager at Swapfiets.

Managers now submit promotion and salary change requests directly through Bob, rather than emailing HR. The people ops team has a clean workflow instead of an inbox full of one-off requests. And because Bob integrates directly with Remote, payslips flow through automatically the moment payroll closes. No manual distribution, no extra steps in between.

"The entire employment lifecycle is now fully enabled. From the moment someone is hired to the moment they leave, everything that surrounds their employment is in Bob, which makes it easier not just for our team, but for any employee to find whatever they need." says Mathias Plum, HR Project Manager at Swapfiets.

And the employees love Bob. The CHRO put up a poll on the Bob homepage asking the whole company what they thought of the new system, and the majority voted pro-Bob. Double win for Swapfiets, because we all know change can hold a lot of resistance.

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Mathias Plum

HR Project Manager, **Swapfiets**

Total control, delivered in-house

One of the clearest signs of how much has changed is that, when Swapfiets recently acquired a new company called Dance, onboarding new employees into Bob was straightforward. New entities, new fields, new values, all configured in-house, without a single support ticket or a lengthy wait.

That kind of self-service runs through everything now. Need to update a field across 1,200 employee records? Export, edit, re-upload, done in 15 minutes. Want to localize an onboarding workflow for a specific country? Build it yourself. Want to shorten the steps between a signed offer and a sent contract, something that has been costing Swapfiets candidates to competitors in the final stretch? Change the process directly in Bob.

"Bob brings a dummy-proof environment for a regular employee. But on the admin side, it's dummy-proof for us too. We can build integrations ourselves, set the entire system ourselves. We have a vision of what we need, and we're actually able to deliver that to our employees." says Mathias Plum, HR Project Manager, at Swapfiets.

And the savings, so far? Swapfiets modeled the full cost comparison—licensing, implementation, and ongoing management—and, with Bob and Remote, they're on track to break even by 2027. In fact, the $100K they were spending annually on consultancy to maintain the old setup? That's already gone.

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Mathias Plum
HR Project Manager, **Swapfiets**

A seat at the strategy table

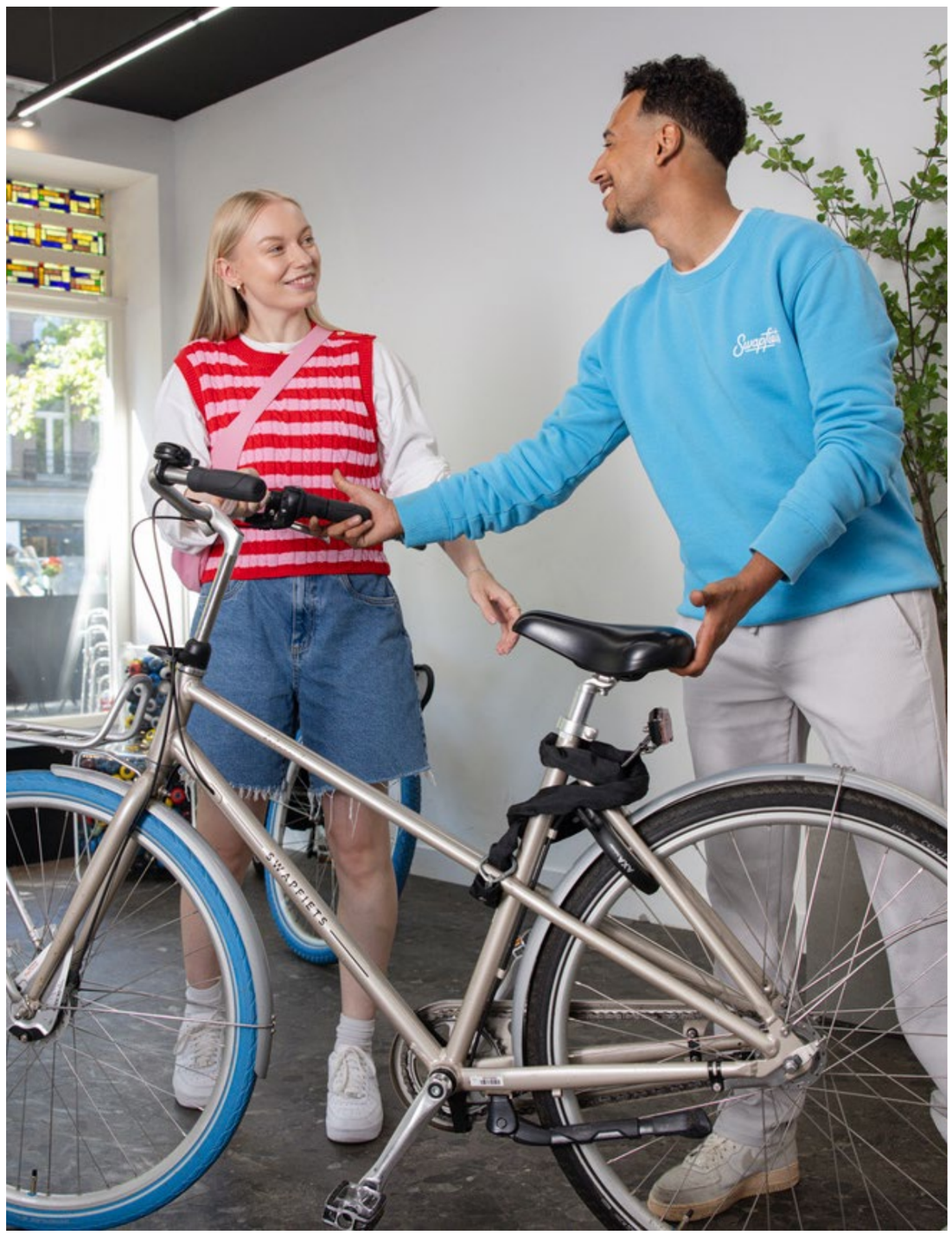
With all its success, Swapfiets is now turning its attention to Workforce Planning and Compensation, with position management as the headline goal, empowering managers to own their headcount and making the connection between demand, budget, and hiring more visible across the business.

Skills is on the roadmap too, and Swapfiets is already exploring how to connect Bob with AI tools for HR. One of the first teams within the wider business to be doing so.

But the bigger picture is that the People and Culture function is now taken more seriously across the organization. One that's part of IT strategy conversations, featured in internal award ceremonies, and trusted to run complex, multi-country implementations without outside help.

"We are being taken more seriously now by the IT team. We're part of other projects, implementing AI for HR, being part of POCs. That also shows that you've matured your HR department, not only towards the business, but towards finance and IT as well." says Gideon Evers, HRIT Manager at Swapfiets.

With Bob running underneath it all, Swapfiets' people team has the stability to stop reacting and the space to start leading. And that's exactly what they're doing.





Main takeaways

- **~$100K in annual consultancy costs eliminated**, as Bob gave Swapfiets the tools to configure, manage, and scale their HR entirely in-house
- **8 countries live in 8 months**, with Core HR, Hiring, and payroll integration implemented without an external implementation partner
- **7 HR tools consolidated into one platform**, giving every employee a single, connected experience from hire to retire
- **Break-even projected for 2027**, with ongoing cost savings expected to grow as Workforce Planning and Compensation come online



Integrations

Remote.com

Favorite Bob features

- Core HR
- Workflows & Automation
- Reporting & Analytics
- Employee Self-Service

HiBob
hibob.com

Ready to take back control of your HR and your time?

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