Case Study

How a Leading BPO Built a Predictive, Consistent & Scalable Hiring Engine with PMaps

Contents

Overview

Moder, a rapidly growing BPO organization with operations across voice support, chat, and email services, sales, collections, and technical L1, manages thousands of candidate applications every month. As the business expanded, Moder's leadership wanted to modernize its hiring approach to ensure **greater consistency, stronger job-readiness prediction, and a smoother, more scalable recruitment experience** across regions.

Moder partnered with PMaps to design an integrated talent intelligence ecosystem that blends behavioral science, communication analytics, and reliable proctoring — ensuring each candidate is evaluated fairly, objectively, and in alignment with the skills required for their specific process.

1. Strategic Intent:
From Traditional Hiring to Intelligent Hiring

Moder did not aim to change what was working; instead, the goal was to strengthen decision-making with more structured insights.
Three objectives guided the partnership:

- Build a common evaluation language across all hiring locations and teams
- Identify candidates who demonstrate the customer orientation, clarity, and stability essential to BPO success
- Reduce manual screening effort while increasing predictability of performance and early-tenure retention

Rather than solving a "problem," the collaboration aimed to advance Moder's hiring framework to its next level of maturity.

2. PMaps' Approach:
A Unified Talent Intelligence Layer

PMaps deployed a multi-layered assessment suite tailored to Moder's hiring ecosystem. The focus was on simplicity, science, and scalability — ensuring recruiters and managers could make decisions faster and with greater confidence.

2.1 Behavioral & Cognitive Intelligence

Moder adopted PMaps' role-mapped behavioral model designed specifically for service-heavy environments. Candidates were evaluated on:

- Service mindset
- Reliability indicators
- Emotional steadiness
- Persuasion compatibility (for sales and collections)
- Attention and problem-solving

> These insights created a **predictive talent baseline** for each job family. Within the first few cycles, hiring managers reported a **15–20% improvement** in the behavioral alignment of shortlisted candidates.

2.2 Communication & Interaction Analysis

Communication is where BPO roles differentiate themselves. PMaps' AI-led communication engine helped Moder evaluate:

- Clarity and fluency
- Thought organization
- Tone appropriateness
- Chat/email grammar and coherence

> The biggest value was **consistency** — the same standards applied across locations, time slots, and recruiters. Moder's teams noted a **visible improvement in communication readiness** within the shortlisted pool, particularly for voice and blended processes.

2.3 Role-Based Fitment Mapping

Each Moder process has its own talent fingerprint. PMaps created a role-fit logic that automatically connected candidate strengths to:

- Customer support
- Chat/email
- Outbound sales
- Collections
- Technical support

> This alignment helped improve early-stage retention and resulted in **better performance predictability in the first 45–60 days** of joining.

2.4 Secure, Proctored, and Scalable Assessments

In a distributed hiring environment, reliability matters.
 PMaps enabled Moder to conduct assessments confidently across cities and devices with:

- Identity verification
- Engagement monitoring
- Environment checks

> This helped Moder **scale assessments rapidly** without compromising evaluation integrity.

3. Implementation Journey

The success of the solution came from a well-orchestrated, collaborative journey:

- **Discovery Workshops** helped align competencies with business expectations
- **Pilot cycles** validated role thresholds and performance correlation
- **Recruiter enablement** ensured smooth adoption of dashboards and shortlisting rules
- **Quarterly calibration** kept scoring aligned with process evolution

The transition felt **natural, not disruptive**, allowing Moder to continue hiring at volume throughout the rollout.

4. Measurable Impact

While Moder maintains confidentiality of detailed numbers, the overall impact was clear and consistent:

1 Higher Predictability of Talent Quality
Hiring managers noted **better customer orientation, clarity, and stability** in the shortlisted pool.

3 Better Early-Stage Stability
Improved role fit contributed to **more stable performance in the early tenure**, especially in voice and service roles.

2 Improved Hiring Efficiency
Automated screening and role-fit mapping reduced manual effort, leading to a **noticeably faster hiring cycle.**

4 **Consistent Evaluation Across Geographies**

Moder achieved a unified assessment standard across its multi-location hiring footprint.
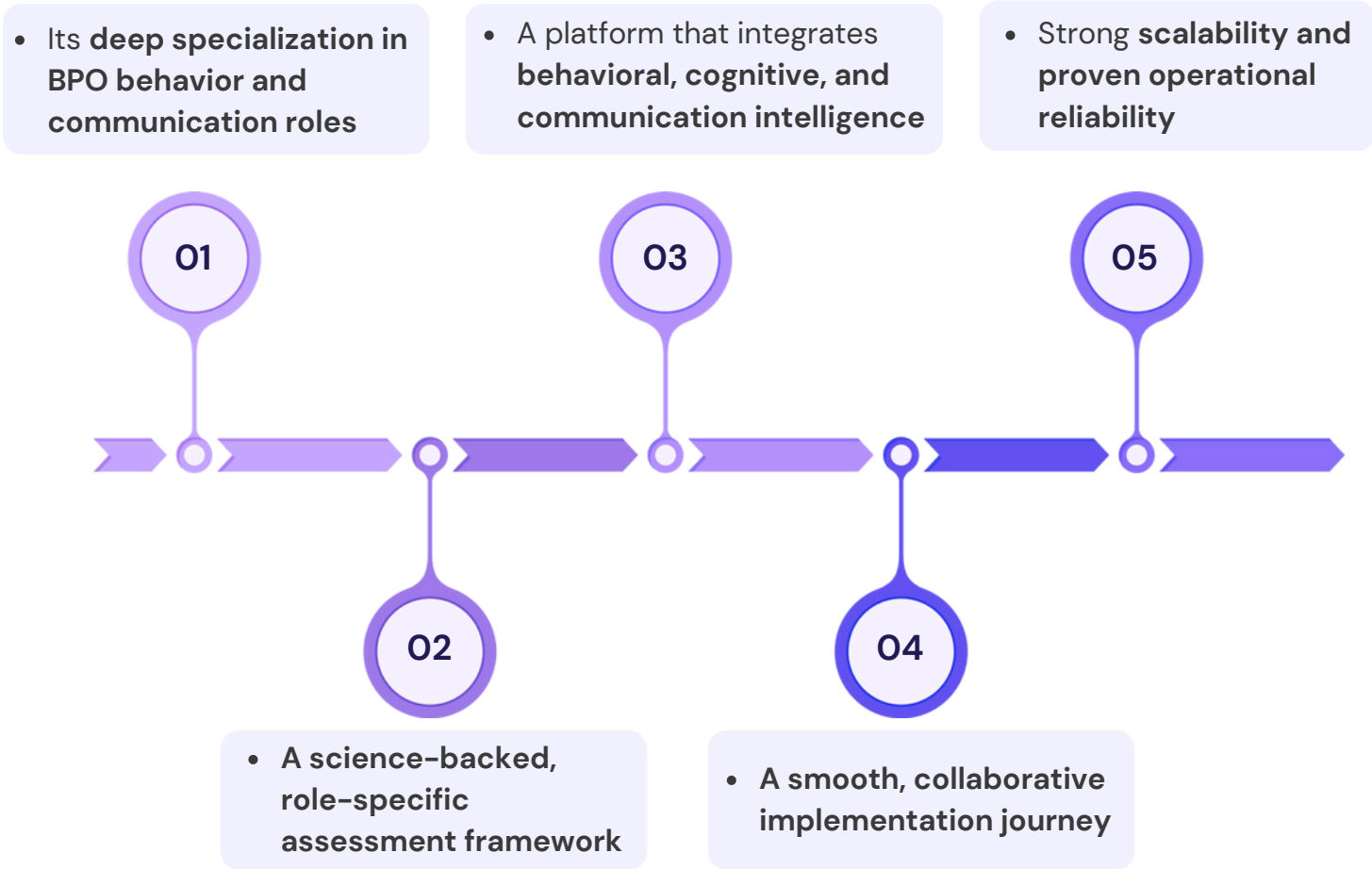
5 **Scalable, Secure Online Assessments**

The proctored environment ensured credibility and trust in high-volume digital hiring.

5. Why Moder Chose PMaps

Having experienced the limitations of generic assessments and manual screening, Moder needed a partner that understood the realities of high-volume BPO hiring. PMaps stood out as a specialist, combining domain depth with a flexible, implementation-ready platform for a strategic and future-ready hiring ecosystem. Moder's leadership appreciated PMaps for:

- Its **deep specialization in BPO behavior and communication roles**

- A platform that integrates **behavioral, cognitive, and communication intelligence**

- Strong **scalability and proven operational reliability**

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- **A science-backed, role-specific assessment framework**

- **A smooth, collaborative implementation journey**

The partnership delivered a hiring ecosystem that is not just modern, but **strategic and future-ready.**

6. Conclusion:
Building the Next Generation of BPO Hiring

The PMaps–Moder collaboration demonstrates how a BPO leader can elevate its hiring process through science, intelligence, and digital scalability — without overhauling existing workflows. With PMaps, Moder now operates a hiring pipeline that is:

- More **predictive**
- More **consistent**
- More **efficient**
- More **aligned** with business expectations

Reach Out To Us

Book a Demo: See PMaps in action and understand how our tools can be integrated with your systems. **Book a Demo**

Contact Us: Our team is eager to explore how we can support your HR objectives. For any inquiries or to discuss your specific requirements, please email us at **ssawant@pmaps.in** or call us at **+91 8591320212**.

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