

BPO & CONTACT CENTER HIRING

AI Voice & Accent screening that **cut attrition by 22 points** and **5×-d screening throughput.**

How a leading BPO replaced manual recruiter calls with PMaps' AI Audio Assessment — standardising communication evaluation, eliminating subjectivity, and shortlisting voice-ready candidates at bulk-hiring scale.

BPO · CONTACT CENTER

HIGH-VOLUME HIRING

ENGLISH · HINDI · REGIONAL



53 **31**
BASELINE ATTRITION

5,000
CANDIDATES SCREENED
/ MONTH

-32
TRAINING COST PER
HIRE

-70
RECRUITER SCREENING
EFFORT

01 · EXECUTIVE SUMMARY

Standardised voice screening at bulk-hiring scale.

A leading BPO and Contact Center organisation running high-volume hiring for customer-support and voice-process roles was bottlenecked by manual recruiter screening calls. Communication evaluation varied recruiter-to-recruiter, training batches saw heavy early dropouts, and bulk-hiring drives delayed every downstream stage.

PMaps deployed an **AI-enabled Audio Screening Assessment** as a pre-interview layer — evaluating fluency, pronunciation, listening comprehension, customer-handling, and CEFR-aligned communication readiness. Recruiters received real-time dashboards and automatic shortlists against role benchmarks.

The result: a **22-point reduction in baseline attrition**, screening throughput up from ~1,200 to 5,000+ candidates monthly, and recruiter screening effort cut by 70% — without adding headcount.

AT A GLANCE

Industry	BPO / Contact Center
Hiring model	Bulk · Voice process
Solution	AI Audio Screening
Assessment length	12-18 min
Languages	EN · HI · Regional
Deployment	Remote, scalable
Benchmark	CEFR-aligned
Reporting	Real-time dashboards

HEADLINE OUTCOMES

ATTRITION REDUCTION

53% → 31%

Baseline attrition halved through pre-interview voice readiness screening.

CONVERSION RATIO

1:9 → 1:5

Interview-to-selection ratio nearly doubled; recruiters meet better-fit candidates.

CX SCORE LIFT

60% → 71%

Customer Experience Interaction Score rose 11 points post-deployment.

MONTHLY THROUGHPUT

5,000+

Candidates screened per month, up from ~1,200 — no recruiter headcount added.

TRAINING COST / HIRE

-32%

Fewer batch rejections and lower retraining as voice-ready candidates entered training.

RECRUITER EFFORT

-70%

Per-candidate screening time reduced from 12-15 minutes to near-zero touch.











The AI standardised communication evaluation across every candidate and removed recruiter subjectivity from the first round — letting the team interview better-fit candidates, faster.

02 · THE CHALLENGE

Manual screening couldn't keep up – and quality varied recruiter-to-recruiter.







Recruiters were spending 12–15 minutes per candidate on telephonic screening for fluency, pronunciation, and customer-interaction readiness. Standards drifted between recruiters, communication-weak candidates slipped through to training batches, and bulk hiring drives stalled the entire pipeline.

- 
High recruiter dependency
 Manual phone calls for every candidate
- 
Inconsistent evaluation
 Standards drifted between recruiters
- 
Heavy training-batch rejections
 Voice-weak hires failed pre-floor training
- 
High 30–60 day attrition
 Early-tenure dropout drained ROI
- 
Inflated training & onboarding cost
 Re-training the wrong batch profile
- 
Slow bulk-hiring turnaround
 Screening became the bottleneck
- 
Multilingual readiness blind-spot
 EN + HI + regional, no scalable check
- 
No early-stage data trail
 No benchmarks, no audit, no signal

03 · THE SOLUTION

PMaps AI Audio Screening Assessment.

Deployed as a pre-interview layer with automated voice evaluation, CEFR-aligned communication benchmarking, and automatic shortlisting against role-specific thresholds. Recruiters get real-time dashboards instead of manual call queues.

- 
Automated voice screening
 Candidates respond to scripted prompts; AI evaluates without recruiter touch.
- 
Pronunciation & fluency
 Speech-accuracy scoring against pre-defined accent and clarity benchmarks.
- 
Listening comprehension
 Tests interpretation of customer prompts in noisy real-call conditions.
- 
Customer-handling scenarios
 Role-relevant response evaluation: empathy, de-escalation, clarity.
- 
Grammar & vocabulary
 Range, accuracy, and register suitability for customer-facing roles.
- 
Real-time dashboards
 Recruiter view: live scores, CEFR levels, role-fit shortlists, downloadable reports.

04 · ASSESSMENT COVERAGE

Six evaluation areas, calibrated for voice-process work.

Each candidate received a single 12–18 minute audio assessment covering the six dimensions that predict voice-floor readiness in customer-support and sales-voice roles. Scores rolled up to a CEFR-aligned communication level and a role-fit recommendation.

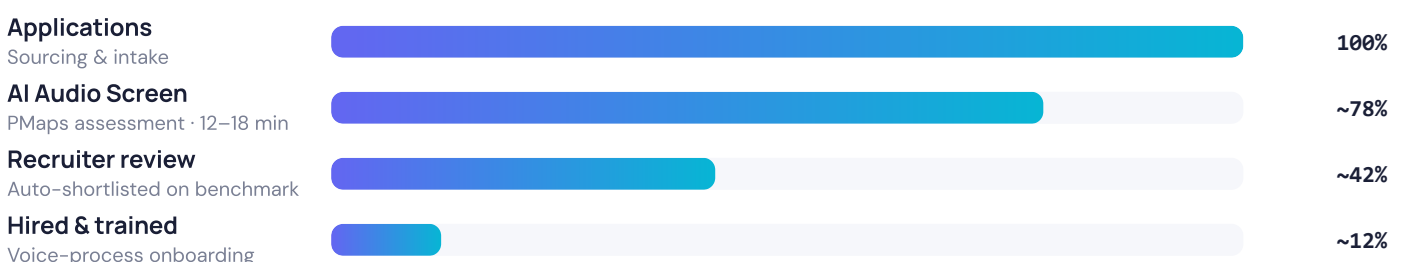
ASSESSMENT AREA	EVALUATION PARAMETERS
<ul style="list-style-type: none"> Communication skills 	Fluency, clarity, and on-call confidence across structured and unstructured prompts.
<ul style="list-style-type: none"> Pronunciation & accent 	Speech accuracy, articulation, and pronunciation quality scored against benchmarks.
<ul style="list-style-type: none"> Customer interaction 	Response handling, empathy, tone calibration, and de-escalation in scenario prompts.
<ul style="list-style-type: none"> Listening skills 	Comprehension, interpretation, and accurate paraphrasing of customer intent.
<ul style="list-style-type: none"> Language proficiency 	Grammar accuracy, vocabulary range, and register suitable for service contexts.
<ul style="list-style-type: none"> Voice readiness 	Composite suitability score for call-center communication demands and pace.

05 · IMPLEMENTATION SCOPE

Deployed remotely, scaled to bulk drives.

INDUSTRY BPO / Contact Center	ROLES ASSESSED Customer Support · Sales · Voice Process	SCREENING METHOD AI Audio Screening Assessment	LANGUAGES English · Hindi · Regional Variants
HIRING VOLUME High-volume bulk hiring	ASSESSMENT DURATION 12 - 18 Minutes	REPORTING Real-time dashboards & recruiter reports	DEPLOYMENT Remote & scalable

WHERE THE ASSESSMENT SAT IN THE FUNNEL



06 · MEASURABLE OUTCOMES

Hiring & attrition metrics, before vs. after.

Outcomes measured across comparable bulk-hiring drives pre- and post-PMaps deployment.



HIRING & ATTRITION – FULL METRICS

METRIC	BEFORE	AFTER	DELTA
Baseline attrition % leaving within early tenure	53%	31%	↓ 22 pts
Early training dropout rate Batch washouts during onboarding	34%	20%	↓ 14 pts
Candidates screened monthly Throughput across bulk drives	~1,200	5,000+	↑ 4.2×
Interview-to-selection ratio Candidates per hire made	1 : 9	1 : 5	↑ 1.8× efficiency
Recruiter screening time Per-candidate manual evaluation	12-15 min	Near-zero	↓ 70%

06 · MEASURABLE OUTCOMES (CONTINUED)

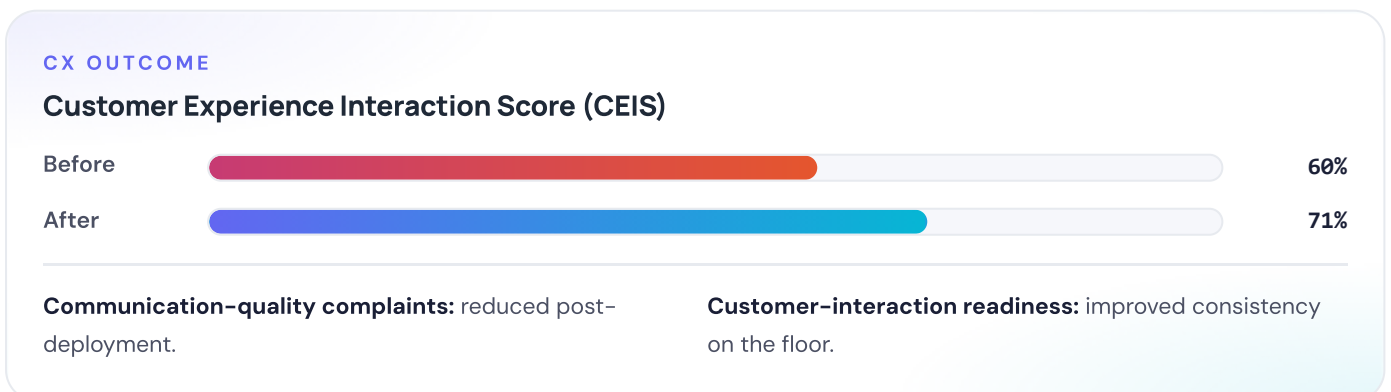
Lower training cost, faster closures, happier customers.



FINANCIAL & TRAINING IMPACT

METRIC	BEFORE	AFTER	DELTA
Training cost per hire End-to-end onboarding spend	High	-32%	↓ 32%
Batch training rejections Voice-readiness washouts	Frequent	Reduced	Significant
HR screening dependency Manual evaluation load	Fully manual	Automated	↓ 70% effort
Hiring turnaround time Time-to-close on bulk drives	Delayed	Faster closures	↑ Velocity

CUSTOMER EXPERIENCE IMPACT



07 · WHY THE SOLUTION WORKED

Standardised screening, role-tuned benchmarks, data-backed shortlists.

The AI screening process standardised communication evaluation across every candidate and removed recruiter subjectivity from the first round. Crucially, the framework was tuned specifically to voice-process readiness — not generic communication — so candidates entering interviews were better fit for customer-facing BPO roles from day one.

01

Removed recruiter subjectivity at the gate.

Every candidate evaluated against the same model on the same dimensions. No drift between recruiters, shifts, or hiring drives — and a defensible audit trail per decision.

02

Tuned to voice-process readiness — not generic English.

Listening comprehension, customer-handling scenarios, accent intelligibility, and grammar were weighted for what actually predicts floor performance in voice ops.

03

Scaled past human screening throughput.

Bulk drives no longer bottlenecked on recruiter calendars. ~4.2x monthly throughput unlocked without recruiter headcount additions.

04

Real-time data closed the loop.

Dashboards, downloadable reports, and benchmark-based auto-shortlisting let recruiters make faster, data-backed decisions — and let TA leaders monitor drive health live.

08 · IDEAL USE CASES

Where this framework applies.



BPO hiring



Contact center recruitment



Customer support hiring



Voice process recruitment



Bulk hiring drives



Multilingual customer service



Sales & telecalling



CEFR-based benchmarking



Recruiters moved from being a screening bottleneck to being a decision layer — interviewing better-fit candidates against richer data, not gut feel.

RUN THIS FOR YOUR TEAM

Replace manual screening with **audio assessments** **candidates actually finish.**

PMaps' AI Audio Screening evaluates fluency, accent, comprehension, and customer handling in 12–18 minutes — and gives recruiters a ranked shortlist before they ever pick up the phone.

[BOOK A DEMO →](#)[SEE SAMPLE REPORT](#)**22 pts**

ATTRITION REDUCTION

4.2×SCREENING
THROUGHPUT**-32%**

TRAINING COST / HIRE

+11 pts

CEIS IMPROVEMENT