

RETAIL & E-COMMERCE · FESTIVE PEAK HIRING

How a leading e-commerce brand hired **5,000 support agents in 4 weeks** — without dropping CX.

When festive demand drove support volumes up 3–5×, PMaps' high-volume communication assessment replaced manual telephonic screening — shortlisting communication-ready agents in hours, not days.

INDIA · MULTI-LOCATION

DIWALI · ONAM · YEAR-END

EN · HI · REGIONAL

**5,000**

AGENTS HIRED IN 4 WEEKS

7,500+

SCREENED PER WEEK

< 24_h

TIME-TO-SHORTLIST

-70%

RECRUITER SCREENING EFFORT

01 · EXECUTIVE SUMMARY

Hiring velocity without losing quality.

A leading Indian retail & e-commerce organisation faced 3–5× customer-support volume surges during festive peaks — Diwali, Onam, year-end and mega-sale events — across order tracking, delivery escalations, refunds, payment failures, and hyperlocal coordination. It needed to hire **2,000–5,000 support agents within 3–4 weeks** across multiple locations.

The real challenge wasn't volume alone — it was hiring **communication-ready** agents fast enough to protect customer experience during India's largest shopping periods. PMaps deployed a high-volume communication assessment built for retail CS hiring: bulk automated screening, retail-specific interaction simulations, multilingual evaluation, and automated shortlisting.

The result: **5,000 agents hired in 4 weeks**, 7,500+ candidates screened weekly, time-to-shortlist cut from 5–7 days to under 24 hours, and peak-period CSAT up from 73% to 88%.

AT A GLANCE

Industry	Retail / E-commerce
Hiring type	Seasonal bulk
Volume	2,000–5,000 / cycle
Peak events	Diwali · Onam
Roles	Voice · Chat CS
Languages	EN · HI · Regional
Cycle	3–4 weeks
Deployment	Remote, scalable

HEADLINE OUTCOMES

AGENTS HIRED

5,000

Seasonal support agents onboarded within a 4-week window.

TIME-TO-SHORTLIST

5–7d → <24h

Shortlisting collapsed from days to hours.

WEEKLY THROUGHPUT

1.5k → 7.5k+

Candidates screened per week, up ~5×.

PEAK-PERIOD CSAT

73% → 88%

Customer satisfaction held up through festive peaks.

RECRUITER EFFORT

-70%

Manual telephonic screening dependency cut sharply.

TRAINING REMEDIATION

-32%

Fewer batch dropouts and less retraining at onboarding.



PMaps helped us dramatically reduce screening time while maintaining communication quality during our highest customer-volume periods.


02 · THE CHALLENGE


Manual screening couldn't keep pace with festive demand.

Hiring windows were measured in weeks, but telephonic screening throughput was measured in days per batch. Volume surged 3–5x, recruiters bottlenecked on manual calls, and inconsistent evaluation pushed communication-weak hires into training — straining CX exactly when order volumes peaked.

 **Extremely short hiring windows**
Thousands of hires in 3–4 weeks

 **High recruiter dependency**
Manual telephonic screening

 **Delays in shortlisting**
Days lost per screening batch

 **Inconsistent evaluation**
Standards drifted across recruiters

 **Large training batch drop-offs**
Weak hires washed out in training

 **Poor CX at peak order periods**
Quality dipped when it mattered most

 **Couldn't scale screening fast**
Throughput capped by headcount

 **Pressure on support teams**
Understaffing during campaigns

03 · THE SOLUTION

A high-volume communication assessment for retail CS hiring.

Built for festive velocity — large-scale automated screening, AI voice and communication scoring, retail-specific interaction simulations, multilingual evaluation, real-time dashboards, and automated shortlist generation.



Bulk automated screening

Thousands of candidates processed in parallel.



AI voice & comms scoring

Consistent automated communication evaluation.



Listening comprehension

Understanding under real call conditions.



Retail interaction sims

Real e-commerce customer scenarios.



Multilingual evaluation

English, Hindi & regional languages.



Real-time dashboards

Live recruiter visibility into the funnel.



Automated shortlists

Benchmark-based ranking in hours.



Bulk processing workflows

Mass scheduling, results, reporting.

04 · HOW PMAPS OPTIMISED FESTIVE HIRING

Four levers that compressed weeks into hours.

01

High-speed bulk screening infrastructure.

Mobile-friendly, remote assessments with AI-based communication scoring, instant results, and bulk scheduling — processing thousands of candidates simultaneously.

02

Retail & e-commerce specific design.

Assessments built on real customer interactions — delivery escalations, refunds, payment failures, angry-customer handling — not generic spoken-English tests.

03

Multilingual communication evaluation.

English, Hindi, regional, and mixed-language simulations let the org build region-specific support teams rapidly.

04

Accelerated shortlisting workflow.

Automated, benchmark-based shortlists let recruiters prioritise interview-ready candidates within hours instead of days.

RETAIL INTERACTION SIMULATIONS

• Delivery-delay escalations

• Refund & return disputes

• COD / payment failures

• Angry-customer handling

• Exchange requests

• Festival-order support

• Hyperlocal coordination

Each candidate was scored on communication clarity, listening, customer empathy, resolution-orientation, stress handling at peak volume, and voice-process readiness.

05 · IMPLEMENTATION SCOPE

INDUSTRY Retail & E-commerce	HIRING TYPE Seasonal bulk hiring	HIRING VOLUME 2,000–5,000 / cycle	PEAK EVENTS Diwali · Onam · Year-End
ROLES HIRED Support · Voice · Chat	ASSESSMENT AI Communication & Voice	CYCLE TIMELINE 3–4 Week Cycles	DEPLOYMENT Remote & scalable

06 · BULK HIRING OUTCOMES

Speed, before vs. after.

HEADLINE SHIFT

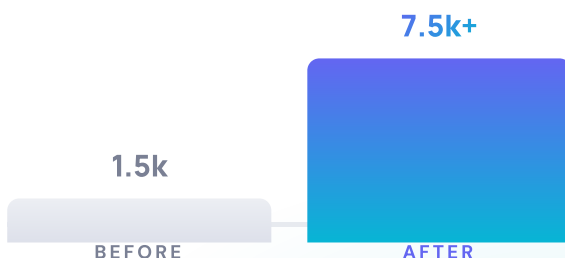
Time-to-shortlist collapsed from 5–7 days to under 24 hours.

TIME-TO-SHORTLIST

5–7 days > < **24 hrs**
 BEFORE AFTER

Shortlisting cut by roughly 85% — days to hours.

WEEKLY SCREENING THROUGHPUT



~5x weekly screening capacity, no added headcount.

METRIC	BEFORE	AFTER	DELTA
Candidates screened / week Weekly throughput	1.2–1.5k	7,500+	↑ ~5x
Time-to-shortlist From applied to shortlisted	5–7 days	< 24 hrs	↓ ~85%
Hiring cycle completion End-to-end festive cycle	6–8 wks	3–4 wks	↓ ~50%
Recruiter screening dependency Manual evaluation load	Fully manual	-70%	↓ 70%
Hiring throughput capacity Scalability at peak	Limited	Festive-scale	↑ Scaled

06 · MEASURABLE OUTCOMES (CONTINUED)

Quality held up when volume peaked.

CX OUTCOME

Peak-period CSAT



Escalation handling: inconsistent → improved significantly. **First-interaction resolution:** variable → improved consistency.

CUSTOMER EXPERIENCE IMPACT

METRIC	BEFORE	AFTER	DELTA
Peak-period CSAT Festive customer satisfaction	73%	88%	↑ 15 pts
Escalation handling quality Difficult-interaction outcomes	Inconsistent	Improved	Significant
Communication complaints Festive-period complaints	High	Reduced	Substantial
First-interaction resolution Resolved on first contact	Variable	Consistent	↑ Improved

OPERATIONAL & TRAINING IMPACT

METRIC	BEFORE	AFTER	DELTA
Training batch dropouts Washouts during training	Frequent	Reduced	Significant
Training remediation effort Retraining at onboarding	High	-32%	↓ 32%
Recruiter productivity Output during peak drives	Limited	Improved	Substantial
Screening turnaround time Batch processing speed	Delayed	Accelerated	↑ Faster

07 · BUSINESS IMPACT

A repeatable engine for peak-demand hiring.

Beyond a single festive season, the organisation established a repeatable, scalable hiring model it can re-run for every future peak-demand campaign.

01

Faster festive hiring execution.

Seasonal hiring scaled without proportionally increasing recruiter bandwidth — thousands hired in weeks.

02

Better CX at peak demand.

Communication-ready hires maintained customer-interaction quality through India's highest order-volume periods.

03

Reduced hiring bottlenecks.

Automated screening eliminated the delays of manual telephonic evaluation.

04

Scalable seasonal framework.

A repeatable model now powers future festive campaigns and peak-demand operations.

08 · IDEAL USE CASES



E-commerce CS hiring



Seasonal bulk hiring



Rapid-window hiring



Voice process hiring



Chat support hiring



Multilingual teams



High-volume drives



Peak-demand campaigns



Festive hiring always created massive operational pressure — PMaps helped us dramatically reduce screening time while maintaining communication quality during our highest customer-volume periods.

— Talent Acquisition Lead, Retail & E-commerce Operations

RUN THIS FOR YOUR TEAM

Thousands of communication-ready agents, **in weeks not months.**

PMaps' high-volume communication assessment screens at festive scale — retail-specific simulations, multilingual evaluation, and automated shortlists that turn 5–7 day screening into under 24 hours.

[BOOK A DEMO →](#)[SEE SAMPLE REPORT](#)**5,000**

AGENTS IN 4 WEEKS

<24h

TIME-TO-SHORTLIST

88%

PEAK CSAT

-70%

RECRUITER EFFORT