

BPO • TALENT INTELLIGENCE • HIGH-VOLUME HIRING

A predictive, consistent & **scalable hiring engine** for a leading BPO.

How Moder partnered with PMaps to build an integrated talent intelligence ecosystem — blending behavioral science, communication analytics, and reliable proctoring across its multi-location hiring footprint.

VOICE • CHAT • EMAIL

SALES • COLLECTIONS • TECH L1

TALENT INTELLIGENCE

CLIENT

moder

1,000sAPPLICATIONS EVERY
MONTH**15–20%**BETTER BEHAVIORAL
ALIGNMENT**45–60**DAYS PERFORMANCE
PREDICTABILITY**5**

ROLE FAMILIES MAPPED

1UNIFIED STANDARD,
ALL GEOGRAPHIES

01 • OVERVIEW & STRATEGIC INTENT

From traditional hiring to intelligent hiring.

Moder, a rapidly growing BPO 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, leadership wanted to modernize hiring for 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.

THREE OBJECTIVES GUIDED THE PARTNERSHIP

**A common evaluation language**

Build one shared standard across all hiring locations and teams.

**Identify the right traits**

Find candidates who demonstrate the customer orientation, clarity, and stability essential to BPO success.

**Less manual effort, more predictability**

Reduce manual screening effort while increasing predictability of performance and early-tenure retention.

THE INTENT

Advance the framework — don't replace it.

Moder did not aim to change what was working; the goal was to strengthen decision-making with more structured insights — advancing Moder's hiring framework to its next level of maturity.

A unified talent intelligence layer.

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



Behavioral & Cognitive Intelligence

2.1 • ROLE-MAPPED MODEL

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



Communication & Interaction

2.2 • AI-LED ENGINE

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



Role-Based Fitment Mapping

2.3 • TALENT FINGERPRINT

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



Secure, Proctored & Scalable

2.4 • EVALUATION INTEGRITY

- ◆ Identity verification
- ◆ Engagement monitoring
- ◆ Environment checks

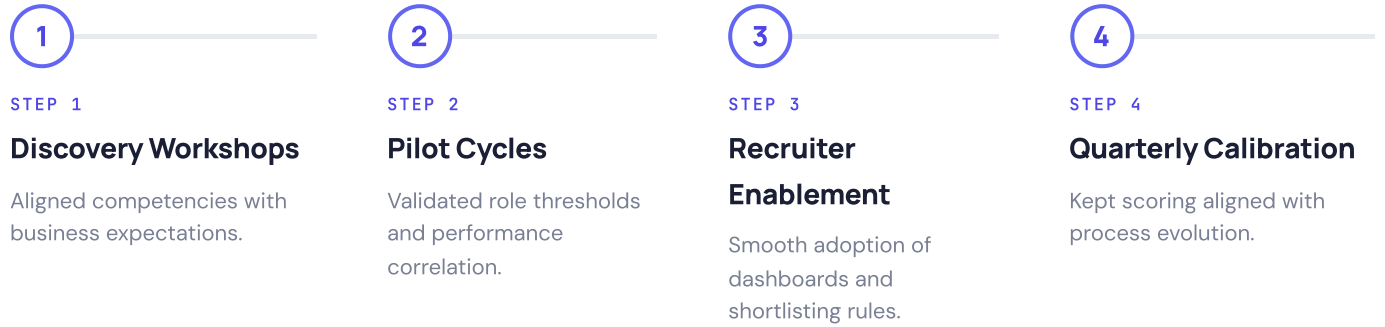
THE PAYOFF

A predictive talent baseline for every job family.

Within the first few cycles, hiring managers reported a **15–20% improvement** in the behavioral alignment of shortlisted candidates — each candidate connected to the talent fingerprint of their specific process.

A natural transition, not a disruption.

The success of the solution came from a well-orchestrated, collaborative journey — allowing Moder to continue hiring at volume throughout the rollout.



EARLY SIGNALS



✓Consistency was the biggest win

The same standards applied across locations, time slots, and recruiters. Teams noted a visible improvement in communication readiness within the shortlisted pool — particularly for voice and blended processes.

📈Stronger early retention

Better role alignment improved early-stage retention and produced more reliable performance predictability in the first 45-60 days of joining.

Clear and consistent outcomes.

While Moder maintains confidentiality of detailed numbers, the overall impact of the partnership was clear and consistent across the hiring engine.

1

Higher Predictability of Talent Quality

Hiring managers noted better customer orientation, clarity, and stability in the shortlisted pool.

2

Improved Hiring Efficiency

Automated screening and role-fit mapping reduced manual effort, leading to a noticeably faster hiring cycle.

3

Better Early-Stage Stability

Improved role fit contributed to more stable performance in the early tenure, especially in voice and service roles.

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 — conducted confidently across cities and devices without compromising evaluation integrity.



Saurabh Goyal

Moder

moder

With PMaps, Moder now operates a hiring pipeline that is more predictive, more consistent, more efficient, and more aligned with business expectations.

A specialist partner for high-volume BPO hiring.

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.

01

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

02

Deep specialization in **BPO behavior and communication roles**.

03

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

04

Strong scalability and **proven operational reliability**.

05

A smooth, **collaborative implementation journey** — delivering a hiring ecosystem that is not just modern, but strategic and future-ready.

CONCLUSION • NEXT GENERATION OF BPO HIRING

A pipeline that is predictive, consistent, efficient & aligned.

The PMaps–Moder collaboration shows how a BPO leader can elevate hiring through science, intelligence, and digital scalability — without overhauling existing workflows.

✓ More predictive

✓ More consistent

✓ More efficient

✓ More aligned with business expectations

READY WHEN YOU ARE

Build your next-generation **BPO** hiring engine.

See PMaps in action and understand how our tools integrate with your systems.
Our team is eager to explore how we can support your hiring objectives.

BOOK A DEMO →

CONTACT US

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APPLICATIONS / MONTH

15-20%

ALIGNMENT UPLIFT

5

ROLE FAMILIES

Multi

LOCATION FOOTPRINT