

Activus Connect

How Activus Connect partnered with Journeyfront to consolidate a fragmented hiring infrastructure into a single, purpose-built platform, reducing candidate application time by 50%, giving recruiters 67% of their time back, as well as automatically flagging fraudulent candidates—saving the company time and money

50%

Reduction in candidate application time

15%

Fraudulent candidates flagged

67%

Reduction in recruiter review time

COMPANY	Activus Connect (a Tech Mahindra company)
INDUSTRY	Business Process Outsourcing (BPO)
JOB FUNCTIONS	Remote customer support, virtual agents, licensed insurance agents
CHALLENGE	Fragmented hiring systems, manual processes, candidate drop-off, hiring fraud

THE CHALLENGE

Activus Connect's hiring process had evolved into a patchwork of disconnected tools:

- Job postings lived in one system, assessments in another, and offer letters went out via email
- Onboarding was handled on yet another platform
- Recruiters maintained parallel spreadsheets to track what no single system could show them

Every transition introduced friction, and significant numbers of candidates dropped off at each step.

“Our previous hiring infrastructure had grown fragmented over time. Each transition introduced friction for both recruiters and applicants.”

— Dawn Nash, Activus Connect

As Activus grew, the cracks became impossible to ignore. During hiring ramps, multiple disconnected systems and manual tasks slowed the process to a crawl. Recruiters were asked to do more with less—but spent their time managing systems instead of engaging with candidates.

Compounding the problem, Activus Connect knew a significant percentage of candidates were fraudulent—but had no way to flag them during the hiring process. Each fraudulent hire wasted recruiter time and introduced risk to the organization.

THE JOURNEYFRONT SOLUTION

One Platform, End to End

Journeyfront replaced Activus's patchwork of tools with a single, unified hiring platform purpose-built for BPO operations:

- Job postings, applications, assessments, interviews, offer letters, onboarding, background checks, and hiring class management all live within one system
- Candidates enjoy a seamless experience from initial application through final onboarding
- If an applicant exits and later returns, the system automatically picks up where they left off—no lost progress

Intelligent Automation

As candidates complete each application stage, the platform automatically scores and advances or disqualifies them based on alignment with key qualifications—no manual intervention required. Follow-up communications, interview self-scheduling, and document requests all happen automatically.

“We're not in the computer business. We're in the people business. The more automation we have, the more time our recruiters can spend dealing with people instead of systems. Journeyfront has allowed us to automate a significant percentage of our hiring process.”

— Dawn Nash, Activus Connect

Built-In Fraud Detection

With Journeyfront, Activus Connect now monitors candidates throughout the hiring process and flags suspicious behaviors—providing visibility and protection where none had existed before. Since launching, the platform has flagged 15% of applicants as fraudulent, saving recruiter time and greatly reducing organizational risk.

Built-In Skills Assessment and System Diagnostics

Using Journeyfront, Activus Connect has built skills assessments and system diagnostics directly into their hiring process—with no candidates switching to a separate system. This replaces previously manual steps that required significant candidate chasing. For example, validating a candidate's internet speed (a requirement for Work From Home positions):

- Before: Candidates had to visit a third-party website, follow complex instructions, and upload a screenshot of their internet speed. Recruiters often went back and forth multiple times to get usable results.
- Now: Candidates click a single button and Journeyfront automatically measures their internet speed and returns a pass/fail based on Activus Connect's specific requirements.

Next up: Journeyfront's system diagnostic assessment, which will automatically confirm whether a candidate's computer meets the specifications required for work-from-home, bring-your-own-device roles.

Actionable Analytics

For the first time, Activus has visibility into exactly where candidates disengage—down to the specific question:

- Activus discovered an early ID verification question was causing a one-third drop-off—moving it later immediately recovered a significant portion of their pipeline

The system also automatically identifies quality of hire trends so Activus can continuously refine their process:

- The platform analyzes hiring data against new hire retention and performance, surfacing recommendations to improve accuracy over time

RESULTS AND IMPACT

~50% Reduction in application time	~33% Candidate drop-off recovered
15% Fraudulent candidates flagged	67% Projected recruiter review time savings

By deploying intelligent hiring automations, Activus has seen measurable impact across the board:

- Candidate application time reduced by approximately 50%
- Recruiters freed from administrative tasks, with advanced qualification automation expected to cut review time by 67%
- Data-driven visibility into the entire funnel—including quality-of-hire trends—enables the team to identify and fix bottlenecks in real time

WHY JOURNEYFRONT

“Honestly, it’s as much about the team as the product. From the beginning, Journeyfront listened. They didn’t lead with ‘no.’ They asked why, and they worked toward solutions. We needed a partner that could grow with us, not one that kept us stuck. Journeyfront took the time to understand our unique challenges—the volume demands, the fraud risks, the scaling pressures, and they designed solutions around those realities rather than forcing us into a generic workflow.”

— Dawn Nash, Activus Connect

LOOKING AHEAD

Activus continues to expand its use of the Journeyfront platform:

- Integrating with Paychex to automate new hire onboarding
- Implementing full automation of computer specification diagnostics—eliminating the need for candidates to gather screenshots or recruiters to interpret specs
- Leveraging Journeyfront’s automated new hire performance and turnover insights to continuously improve hiring results

Ready to transform your BPO hiring?

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