

CASE STUDY

Improving candidate experience while reducing application time by 67% and manual screening time by 89%

KM² Solutions

INDUSTRY

BPO

JOB FUNCTION

Multichannel Support & Back Office Ops

PROBLEM

- High candidate drop-off
- Manual, repetitive tasks

OUTCOMES

- ✓ **67%** reduction in application time
- ✓ **89%** reduction in manual screening time
- ✓ Full visibility into funnel and source attribution

The Challenge

KM2 Solutions' manual hiring processes couldn't scale with their growth across six nearshore locations. Their 90-minute application process caused massive drop-off, recruiters spent hours on repetitive tasks, and spreadsheet-based tracking provided zero visibility into funnel performance or source ROI. The team was burning out trying to meet aggressive hiring targets while flying blind.

The Journeyfront Solution

KM2 deployed Journeyfront's complete hiring platform with intelligent prescreening, behavioral assessments, and automated workflows designed for high-volume BPO hiring. The team moved video interviews earlier to eliminate lengthy phone screens and implemented comprehensive source tracking with unique links. Real-time dashboards replaced spreadsheets, finally providing visibility into conversion rates and source performance.

67% | Reduction in application time

Results

The transformation exceeded all expectations, with KM2 achieving a 67% reduction in application time while improving candidate quality and experience.

Recruiters reclaimed 89% of their screening time, and the company gained complete visibility into their hiring funnel for the first time. The pilot's success led to an immediate 2-year contract, giving KM2 the infrastructure to confidently scale operations and pursue larger client opportunities.

Metric	Before	After	Improvement
Application Time	90 minutes	27 minutes	67% reduction
Time Reviewing Applications	3 min 30 sec	18.9 seconds	89% reduction
Screening Call Duration	20 minutes	5 minutes	72% reduction
Candidate Satisfaction	3.9 / 5.0	4.1 / 5.0	5% increase
Assessment Completion Rate	Unknown	60.8%	Now measurable
Source Attribution	Single candidate link only	Unlimited unique links	Full visibility
Hiring Funnel Visibility	Minimal	Complete	100% improvement