

● MATCHBOARD WEBINAR

How BPOs can harness Automation & AI to drive hiring speed & quality.

TODAY'S SESSION

Agenda.

01 What are AI and Automation?

02 How are AI and Automation similar and different?

03 How AI and Automation improve hiring speed and quality?

04 How Journeyfront clients accomplish this

AI Myth Busting.

MYTH 01

AI = the same thing as automation.

ANSWER

Partially true, but misleading.

MYTH 02

AI = the best form of automation.

ANSWER

False. It Depends.

MYTH 03

AI = the cheapest form of automation.

ANSWER

False. Inconclusive.

Gartner Predicts GenAI Cost Per Resolution for Customer Service Will Exceed Offshore Human Agent Costs by 2030

STAMFORD, Conn. January 26, 2026

Overview

- **By 2030, Cost Per Resolution for GenAI will Exceed \$3**
- **By 2028, Regulatory Changes Related to AI Will Increase Assisted Service Volume by 30%**

By 2030, cost per resolution for generative AI (GenAI) will exceed \$3, higher than many B2C offshore human agents, according to Gartner, Inc, a business and technology insights company.

Rising data center costs, a pivot from subsidized growth to profitability for AI vendors, and increasingly complex use cases that consume more tokens and require expensive talent, will lead to soaring AI costs for customer service organizations.

ARTIFICIAL INTELLIGENCE | ANTHROPIC

HYPEMAXXING

The Horrible Economics of AI Are Starting to Come Crashing Down

The financials are absolutely brutal.

By [Victor Tangermann](#) / Published **Apr 24, 2026 10:09 AM EDT** / [Add Futurism](#)

AI INDUSTRY COMPUTE SALARY

At Nvidia, compute already costs more than employees. The rest of corporate America is catching up

Companies are spending more on AI tokens than they planned

By [Skye Jacobs](#) Today 8:47 AM | [7 comments](#)



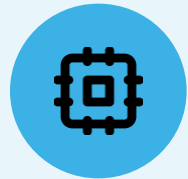
Tech Leaders, Brace Yourselves: AI Costs Will Only Go Up

[Greg Zorella](#), Principal Analyst APR 20 2026
[Ted Schadler](#), VP, Principal Analyst

Anthropic gave leaders a blunt signal about planning for LLM charges when it introduced blended pricing for enterprise users of Claude recently. Enterprises with over 150 seatholders will now pay a blanket per-seat charge (\$20 per seat at the moment), plus a variable charge based on API usage and which Claude model they're using.



How are Automation & AI similar?



01

Performed by a 'system', not 'humans'.



02

Faster than humans.

How are Automation & AI different?

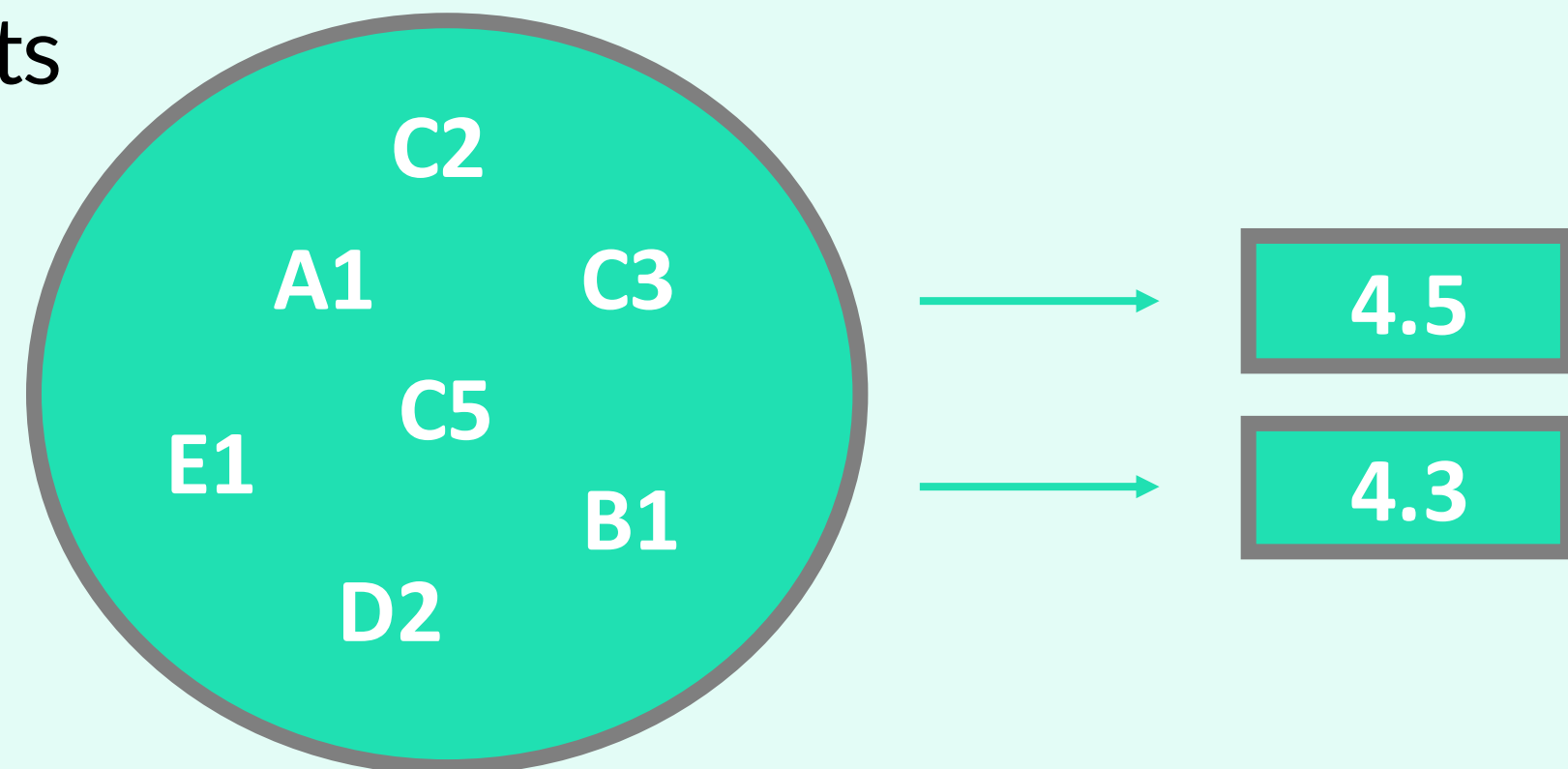
Automation: *Executes predefined rules and sequences without deviation*

> Fixed inputs > fixed outputs



AI: *Learns patterns from data & makes predictions or decisions*

> Variable inputs > variable outputs



Where to use Automation vs. AI.

	Automation	AI
PROS	Easier to explain / audit / control	Flexible – variable inputs / outputs
CONS	Inflexible – fixed inputs & outputs	Harder to explain / audit / control (“Black box”)
BEST FOR	<p>Simple (fixed) tasks</p> <ul style="list-style-type: none"> • Scoring multiple choice questions • Sending candidate reminders <p>Complex (fixed) tasks</p> <ul style="list-style-type: none"> • Assessing skills (structured assessments) • Scheduling interviews 	<p>Simple (flexible) tasks</p> <ul style="list-style-type: none"> • Creating job descriptions / advertisements • Writing interview questions <p>Complex (flexible) tasks</p> <ul style="list-style-type: none"> • Reviewing & scoring a resume • Scoring an interview

Where to use Automation, AI, and Humans.

	AUTOMATION (wherever we can)	AI (where it's best)	HUMAN (where it's needed)
Reviewing & Screening Candidates	Scoring structured inputs (multiple choice questions, assessments) Aggregating scores Ranking and routing candidates based on scores	Scoring unstructured inputs (resumes, variable-input questions/assessments)	Structuring screening plans, automation rules, and AI guidance Reviewing the funnel and intervening where needed
Engaging Candidates	Reminders & instructions (en masse) Communications (en masse)	AI chat bot	One-off communications
Interviewing	Advancing candidates to interview stage (based on scores) Interview scheduling	Taking and summarizing interview notes AI-driven / scored interviews	Human-driven / scored interviews Selling candidates on the role
Deciding Who to Hire	Supplementing the hiring decision (aggregating scores)	Supplementing the hiring decision (AI predictions)	Making the hiring decision (human in the loop)
Tracking & Optimizing	Populating dashboards Analyzing hiring data – identifying <u>specific</u> trends	Analyzing hiring data – discovering trends/patterns Uncovering predictive profiles	Reviewing reports/trends Deciding what to change in hiring

IN SUMMARY

The future of hiring involves humans + automation + AI.

All three work together to improve hiring speed and quality.



Journeyfront: Intelligent Hiring Platform Built for BPOs

Journeyfront streamlines every stage of the hiring lifecycle from sourcing through onboarding in a single platform

Sourcing & Attracting

(Job boards, job posting, source tracking, candidate database management, source reporting & analytics...)

Screening & Ranking

(Screening & qualifying tools, custom workflows, flexible rule-based automations, advanced scoring...)

Assessments & Tests

(AI language testing, custom job simulations, behavioral assessments, skills tests, AI video interview...)

Communicating & Scheduling

(interview scheduling, automated candidate reminders, automated or bulk/one-off emails/texts/etc....)

Interviewing & Decision Making

(Interview guides, scoring rubrics, candidate scorecards, built-in predictive analytics...)

Offers & Processing

(Offer management, Onboarding form collection, tracking & dispositioning, HRIS integration...)

Data Layer (The Foundation)

Captures, organizes, and normalizes data across the entire candidate lifecycle for optimal decision-making and reporting

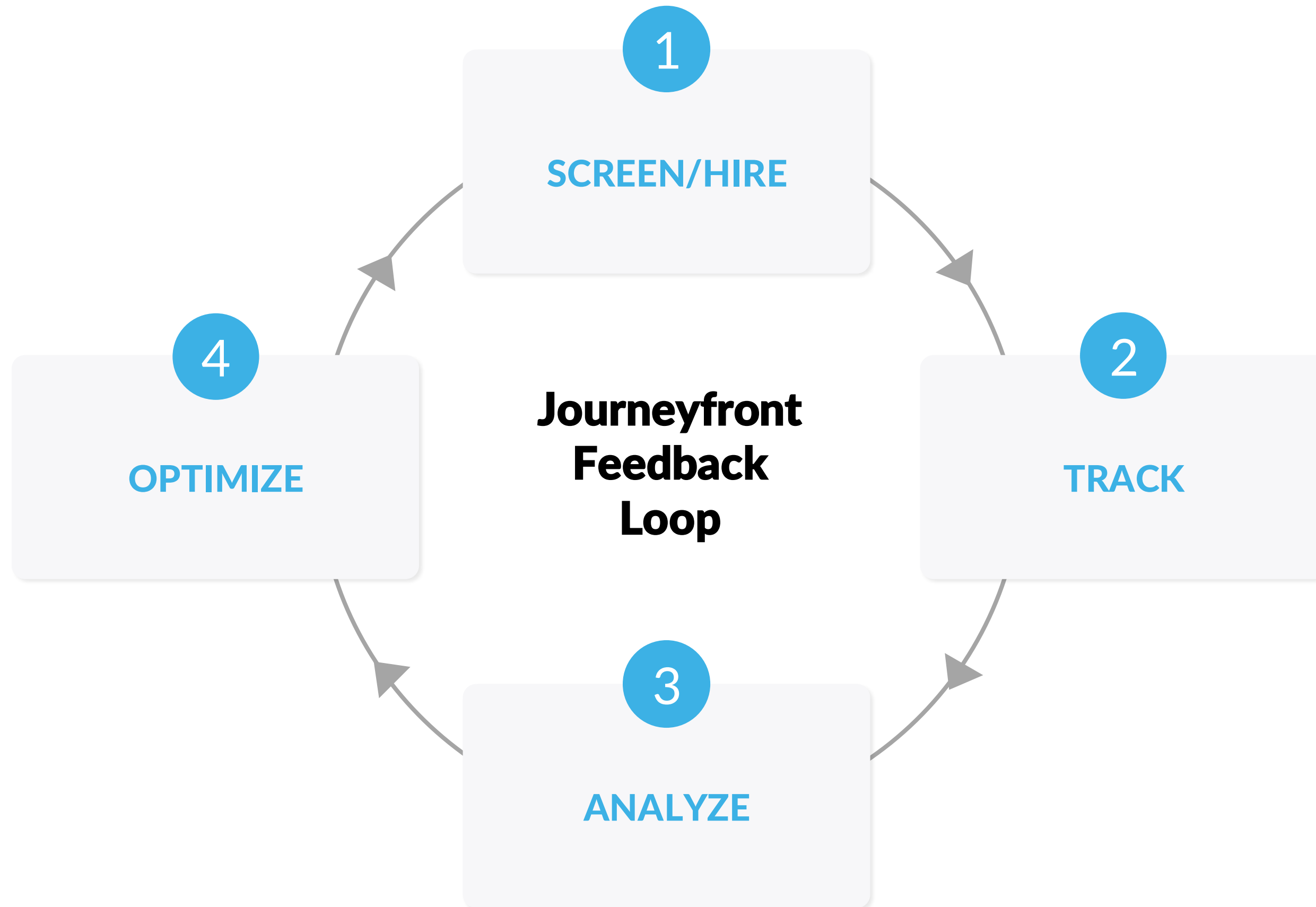
Intelligence Layer (The Brain)

Customizes how data is interpreted and analyzed based on your custom needs and goals – includes identifying key trends

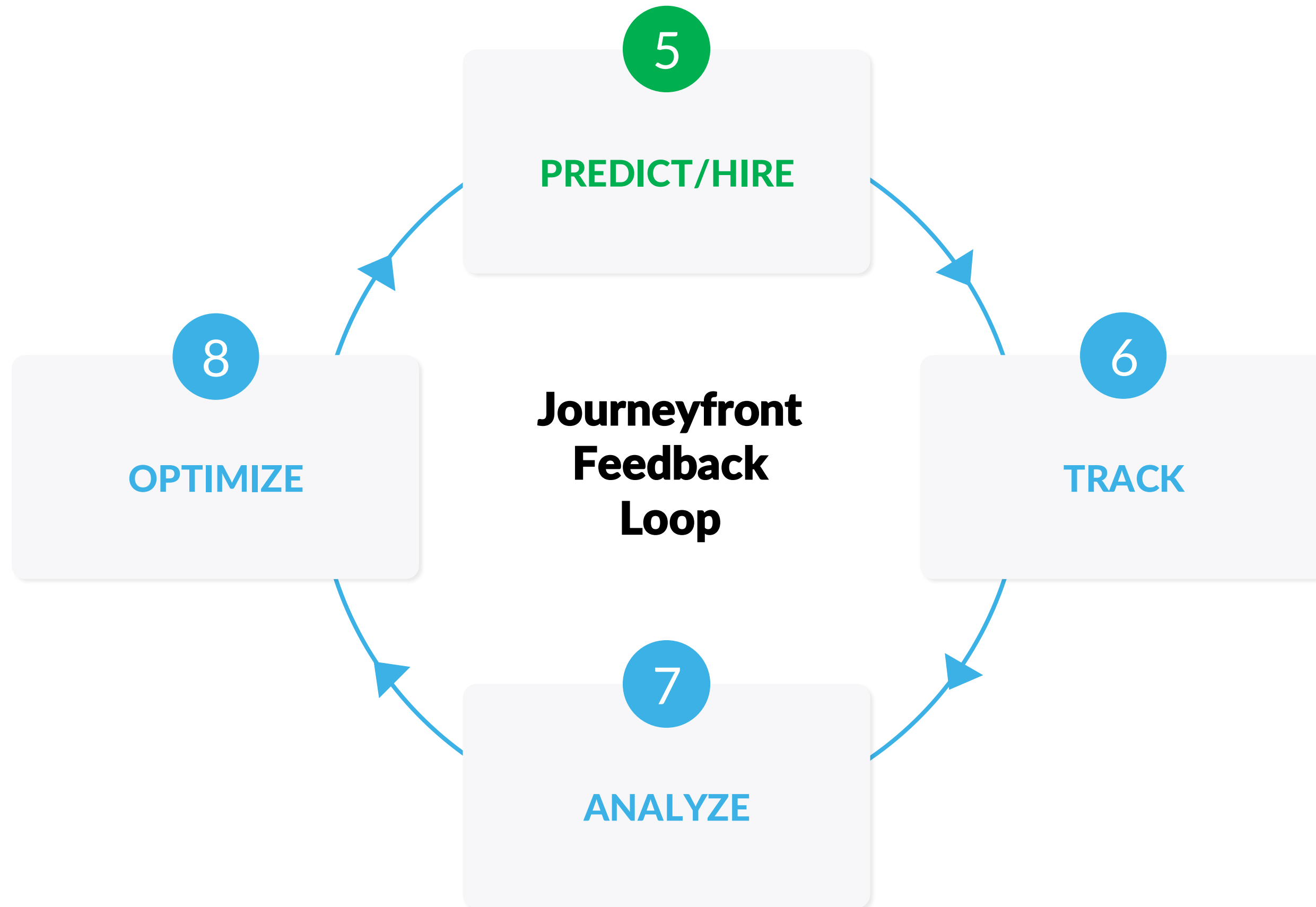
Automation Layer (Execution Engine)

Automates all workflows based on candidate and hiring team actions/scores and customizable rules that you can control & adjust

A Data-Driven Approach To Hiring People More Likely To Stay / Perform



A Data-Driven Approach To Hiring People More Likely To Stay / Perform



Where to Use AI vs. Automation

	Automation <i>(wherever possible)</i>	AI <i>(where it's best)</i>	Human <i>(where's it's needed)</i>
Reviewing / Screening Candidates	<ul style="list-style-type: none"> • Scoring structured inputs (multiple choice questions, assessments) • Aggregated scores • Ranking and routing candidates based on scores 	<ul style="list-style-type: none"> • Scoring unstructured inputs (resumes, variable-input questions/assessments) 	<ul style="list-style-type: none"> • Structuring screening plans, automation rules, and AI guidance • Reviewing the funnel and intervening where needed
Engaging Candidates	<ul style="list-style-type: none"> • Reminders/instructions (en masse) • Communications (en masse) 	<ul style="list-style-type: none"> • AI chat bot 	<ul style="list-style-type: none"> • One off communications
Interviewing	<ul style="list-style-type: none"> • Interview scheduling 	<ul style="list-style-type: none"> • Note-taking/summarizing • AI-driven/scored interviews 	<ul style="list-style-type: none"> • Human driven/scored interviews • Selling candidates on the role
Deciding Who to Hire	<ul style="list-style-type: none"> • Supplementing the hiring decision (aggregating all scores) 	<ul style="list-style-type: none"> • Supplementing the hiring decision (AI predictions) 	<ul style="list-style-type: none"> • Making the hiring decision (human in the loop)
Tracking & Optimizing	<ul style="list-style-type: none"> • Populating dashboards • Analyzing hiring data - identifying <u>specific</u> trends 	<ul style="list-style-type: none"> • Analyzing hiring data - discovering trends/patterns • Uncovering predictive profiles 	<ul style="list-style-type: none"> • Reviewing reports/trends • Deciding what to change in hiring