



Transforming Workforce  
and Training Outcomes



# IMPACTHUB CASE STUDY

## OVERVIEW

Two major Business Process Outsourcing (BPO) providers—one U.S.-based and one offshore—partnered with Infrastructure Growth Partners (IGP) to address critical challenges in labor planning, attendance, and contractor ramp-up operations. These companies deployed ImpactHub as their technology foundation to optimize operations, enhance training outcomes, and enable scalable recruitment.

## CHALLENGE

### U.S. Based BPO

- Struggled with high shrinkage and unfilled hours across a 600-agent hybrid model.
- Manual scheduling, limited real-time communication, and weak overtime planning.
- Lack of visibility into contractor readiness and availability.

### Off-shore Based BPO

- Required centralized coordination of 700+ agents for a recurring 3-day monthly ramp.
- High absenteeism and poor engagement through legacy workforce systems.
- No effective way to evaluate success of recruitment outreach or campaign efforts.

ImpactHub delivered an integrated workforce management, training, and analytics platform.

## SOLUTIONS

### Workforce Optimization

- **Real-Time Project Marketplace:** Agents accessed and claimed open shifts based on preferences and eligibility.
- **Shrinkage Recovery Engine:** Automatically surfaced missed or underfilled hours for backfill.
- **Flex Pool Management:** Overtime optimization with predictive availability data.

### Progress Monitoring & Training Oversight

- **Contractor Training Portal:** Every participant received a personalized learning dashboard.
- **Progress Tracking:** Dashboards tracked certification progress, attendance, capstone completions, and lab performance.
- **Instructor Communication Tools:** Real-time feedback and remediation through messaging and alerts.
- **Support Interventions:** Triggered when performance, attendance, or milestones fell below thresholds.



### Platform Dashboard & KPI Reporting

- **Live KPI Dashboard:** Monitored training throughput, job coverage, and absenteeism trends by location, cohort, or LOB.
- **Certifications & Skills Benchmarks:** Dynamic updates on OSHA, HVAC, and CAST readiness.
- **Performance Scoring:** Individual scores rolled into cohort analytics for program effectiveness evaluation.
- **Workforce Intelligence Reporting:** Real-time insights shared with utility partners like Exelon and internal leadership.

### Marketing & Recruitment Tracking

- **Campaign Attribution Engine:** Integrated referral and source tracking to understand which community campaigns delivered the highest-converting contractor candidates.
- **Recruitment Funnel Analytics:** Monitored registration, completion of intake assessments, and interview show rates.
- **Community Partner Dashboard:** Allowed churches, fraternities/sororities, and local organizations to monitor engagement metrics for their referred candidates.



Connect Data.  
Move Work.  
Multiply Impact.

ImpactHub is the tech-forward platform that delivers **intentional operations** and **more equitable outcomes**.

# RESULTS

## U.S. BPO

**49%**

shrinkage reduction  
thru real-time  
backfilling

**43,000**

work hours  
reclaimed

**+2.5%**

revenue increase

More agile labor management  
through a centralized  
contractor marketplace

## Off-shore BPO

**-4 days**

reduction in ramp-up  
scheduling time

**8.9%**

LOB1 absenteeism  
declines

**10.6%**

LOB2 absenteeism  
declines

Improved ramp attendance  
and scheduling  
responsiveness

# PLATFORM IMPACT

**2023**

7 BPOs live on  
ImpactHub  
across 3  
continents

Millions in revenue  
recovered through  
efficient workforce  
orchestration

Over 20% average  
absenteeism  
reduction across  
participating LOBs

Actionable insights from over 1 million datapoints tracked  
across attendance, learning, communication, and recruitment

## TESTIMONIAL

"ImpactHub gives me the flexibility I need, especially since I am a single mother. I brag and talk about it all the time. There is enough availability to allow me to take care of the things I need to, but also work when I am available."

– Randnikqua Cooper, ImpactHub App User

## CONCLUSION

By integrating workforce operations, training oversight, and marketing performance into a single digital ecosystem, ImpactHub enabled real-time visibility, rapid scheduling, and high-impact recruitment for both U.S. and offshore clients. From reclaiming hours to scaling contractor development pipelines, ImpactHub helped operationalize agility and equity at scale.

## About IGP

Infrastructure Growth Partners (IGP) is a strategic growth consultancy committed to optimizing supply chains through the scaling of small and mid-sized businesses and workforce development. Powered by ImpactHub— our proprietary, customizable tech platform— IGP combines deep business expertise with dynamic capacity building and tailored support to unlock long-term economic opportunity.