



# BUSINESSNEXT Wins PeopleFirst award for talent acquisition, setting new standards for a future-ready workforce



**Mumbai, September 2, 2025:** BUSINESSNEXT has been recognized by PeopleFirst as the Winner in Talent Acquisition for its outstanding efforts in hiring and retaining top talent. This award highlights BUSINESSNEXT's commitment to creating a skilled and prepared workforce that meets the needs of today and tomorrow.

With a focus on technology and people, BUSINESSNEXT has transformed how it recruits and supports employees. The company uses advanced AI tools to make hiring faster, more accurate, and fairer. It also provides a personalized experience for candidates and supports employees with wellness programs and career development opportunities.

## Key Achievements by BUSINESSNEXT

- **AI-Powered Recruitment:** Using tools like ChatGPT, HackerRank, and predictive analytics, BUSINESSNEXT has been able to create job description, enhanced early-stage screening, and improved interview processes, reducing manual effort while increasing speed, accuracy, and diversity.
- **Better Candidate Experience/ Personalized Engagement:** Designed communication and real-time feedback have led to a candidate satisfaction score of 4.7 out of 5.
- **Stronger Employee Retention:** Innovative onboarding and career development programs led to an 18% reduction in early attrition and a 22% drop in voluntary turnover, while first-year retention rates climbed from 71% to 86%.
- **Skills-Based and Inclusive Hiring:** Hiring based on skills rather than degrees has increased diversity by 15% and better aligned new employees with the company's values.

Speaking about the achievement, **Lipika Mohanty, Head of People & Development**, *"Innovation in hiring and employee support is essential. We are proud that our efforts have been recognized by PeopleFirst. This award motivates us to keep building a workplace where people can grow and succeed."*

BUSINESSNEXT's achievements reflect its mission to empower talent and create a workplace that is agile, inclusive, and prepared to face future challenges.