

Case Example:

TASK-LEVEL AUTOMATION

Case Example:

Task-Level Automation



Title:

“

**40% Time Savings from a Single Task Automation:
How One Team Freed Up Hours Every Week**

Client Profile

Company Name: OptiHire Solutions (pseudonym)

Industry: Recruiting & Talent Acquisition

Size: 35 employees, including 12 recruiters

Location: Chicago, IL

Annual Revenue: \$6.8M



A user profile card for a client. It features a white silhouette of a person in a suit inside a circular frame. Below the frame is a rating of 3 stars. Underneath the rating are four horizontal lines for text. At the bottom, there are two columns of checkboxes, each with a label (A, B, C, D) and a checked box.



A user profile card for a client. It features a white silhouette of a person in a suit inside a circular frame. Below the frame is a rating of 4 stars. Underneath the rating are four horizontal lines for text. At the bottom, there are two columns of checkboxes, each with a label (A, B, C, D) and a checked box.



The Opportunity

Through our **OpsMap audit**, we identified interview scheduling as a prime candidate for task-level automation.

It was repetitive, rules-based, and consumed nearly **90 hours per month** across the recruiting team.

Problem Overview

Before engaging 4Spot Consulting, OptiHire Solutions faced a bottleneck in their interview scheduling process.

Recruiters manually coordinated availability between candidates and hiring managers, exchanging 5-7 emails per interview.

On average, each recruiter spent 1.5 hours per day managing interview logistics — **a high-effort, low-value task that distracted from core hiring activities.**





The Solution

4Spot Consulting implemented a lightweight automation using Make.com integrated with Keap and Calendly. The system:

- ✓ Triggered upon a status change in Keap ("Interview Stage")
- ✓ Automatically sent a customized scheduling link to the candidate
- ✓ Synced with hiring manager calendars to show availability
- ✓ Sent confirmations and reminders via email and SMS
- ✓ Logged updates directly back into Keap

Results

Within the first 30 days of deployment:

- + Manual scheduling time dropped from 1.5 hours/day to 0.5 hours/day per recruiter
- + Overall time spent on interview logistics decreased by **67%**
- + Recruiters recovered **~500 hours/year** collectively
- + Interview no-shows declined due to automated reminders



Why It Mattered

This single automation didn't overhaul OptiHire's entire operation—it simply removed one of the most annoying, time-wasting tasks.

But it showed the team what's possible.

Once they saw how easy and effective automation could be, momentum built quickly for deeper systems improvements.



Recruiter Feedback

“

*I used to dread the back-and-forth emails.
Now it's seamless. I book twice as many interviews with
half the effort.*

Takeaway

You don't need to automate everything to make a big impact.

One **well-placed automation** can:

Eliminate daily headaches

Give time back to your team

Prove ROI fast without major disruption





Ready to Remove a Bottleneck?

Let's find your ***"one task"*** that makes a 40% difference

Contact us at Jeff@4SpotConsulting.com

or visit www.4SpotConsulting.com

Ready to Reclaim 25% of Your Day?

At **4Spot Consulting**, we help fast-growing businesses stop wasting time, money, and talent by automating what shouldn't be manual.

Whether you're bogged down by disconnected systems, endless spreadsheets, or high-value employees doing low-value work — **we're here to fix that.**

Our clients have **saved thousands of hours** (and hundreds of thousands of dollars) by implementing our OpsMesh™ Framework, which includes OpsMap™, OpsBuild™, and OpsCare™.

If you're ready to streamline operations, reduce human error, and scale without stress, book your **free Automation Strategy Session** now.

Schedule Your Call: <https://4spotconsulting.com/30>

Or email us at info@4spotconsulting.com

Learn more at: <https://4SpotConsulting.com>