

**Interview with Arkadiusz Andruch,
Chief Executive Officer of X2O Experience to Optimize,
carried out within the project
AIKnowIT – Hub for AI and IT Knowledge and cooperation between
universities and SMEs**



1. Brief description of the company (area of activity, position, length of service in the industry)

X2O Experience to Optimize is a business consulting and logistics services firm headquartered in Szczecin, Poland. The company operates within the business consulting, logistics, and transport optimization sector, specializing in improving operational efficiency for its clients. Its core activities include logistics process audits and optimization, transport tender organization, risk analysis, and designing operational structures. The firm also provides consultancy in transport and logistics management, offers training, and supports organizations in implementing system technologies and building operational teams. Founded in 2022, it consists of a compact but experienced team of professionals with a background in transport and logistics management, helping businesses enhance their logistics performance and operational workflows.

2. What problem was the company facing?

X2O Experience to Optimize was facing significant challenges in its recruitment process. The company did not have a centralized database for candidates and job offers, with recruitment data scattered across LinkedIn, eRecruiter.pl, and Google Drive. This made it difficult to monitor recruitment progress, reuse candidate data, and effectively match candidates to job offers. Additionally, the recruitment process relied heavily on manual data processing, including CV screening, data entry, and correspondence management, which was time-consuming and increased the risk of errors.

3. How did the company find out about the project and the platform?

The company learned about the project and the platform through its cooperation with a university. As part of academic-industry collaboration, the university introduced X2O Experience to Optimize to the AIKnowIT initiative and presented the possibility of using artificial intelligence to improve HR and recruitment processes. This cooperation enabled the company to explore practical AI solutions dedicated to SMEs and to assess how such technologies could be applied to its internal operations.

4. How was this solution applied?

The solution was implemented by introducing an AI-supported recruitment platform that centralized candidate and job-offer data into a single system. Artificial intelligence was used to automate CV screening, extract candidate data, and support matching candidates to job offers. Recruitment workflows were redesigned so that repetitive tasks such as data entry, document handling, and initial candidate evaluation were handled automatically, while HR staff focused on interviews and final decision-making.

5. What was improved? How has this use case been integrated into the company's daily processes?

As a result of implementation, recruitment processes became more structured, faster, and less error-prone. Candidate data is now stored in a central database, enabling easier monitoring of recruitment stages and reuse of applications. AI tools were implemented into daily HR operations, supporting job offer creation, candidate screening, and shortlisting as a standard part of the recruitment workflow, rather than an additional manual task. It shortened the work time of the whole company.

6. How has it helped the company? What benefits have you achieved by using artificial intelligence?

The use of artificial intelligence has delivered measurable benefits, including significant time savings, reduced administrative workload, and improved accuracy in candidate matching. HR specialists can now focus on strategic activities such as interviews and relationship building instead of manual processing. Overall, AI has helped the company increase recruitment efficiency, reduce operational risk, and improve decision-making quality, supporting scalable growth and more professional HR management.