



## Cutting Recruitment Costs by 55%: Alfamart's Success with AI-Driven Hiring

**Alfamart Philippines**, the fast-growing retail chain with a unique blend of convenience store and mini-mart formats, has become a staple in the local communities. With over 2000 branches nationwide, Alfamart's mission has always been to provide accessible, affordable goods to the Filipino people.

## The Challenge

As the company expanded rapidly, opening new stores in every corner of the country, one challenge became increasingly clear: With over 42+ new stores added monthly, the traditional recruitment process was stretched to its limits.

For a business built on convenience, waiting weeks to onboard staff simply wasn't an option. This is how Alfamart transformed its hiring process, leveraging AI-powered recruitment to meet and exceed its ambitious hiring goals.

**"In 2022, we started to branch out recruitment from the operational HR because we were aggressively scaling the business - opening 500 stores and a whole distribution center. Admittedly, we were a bit late in doing so, and it resulted in unfulfilled targets, very high store manpower variance, and horrific process flow. We were operating in manual transactions addressing volume demands and supply."**



**Joanne Villaruz-Giron**  
Senior HR Manager

## The Solution

Alfamart turned to Talkpush, an AI-powered recruitment platform designed to attract and process large numbers of candidates. Talkpush's AI chatbot was integrated across Alfamart's recruitment channels, engaging with candidates in real time, filtering out unqualified applicants, scheduling interviews, and collecting documents—all in minutes.

### Immediate Engagement: Alfamart's New Bilingual Chatbot

Embracing Philippines' rich linguistic diversity, Alfamart and Talkpush have crafted a bilingual communication strategy to foster inclusivity. The chatbot caters to candidates in Taglish for store crew roles, mirroring Alfamart's welcoming atmosphere, and in English for support and corporate positions, reflecting a professional environment.

## The Results

What used to take weeks could now be done in hours:

**9 days**

**Reduction  
in Time to Hire**

And shortening the time to bring new employees on board.

**2.23X**

**Cost  
Savings**

Resulting in reduced recruitment expenses.

**3,799**

**Workdays  
Saved**

in just three months, thanks to the enhanced productivity of 15 recruiters.

**650%**

**Increase in  
Lead Generation**

Vastly expanding the pool of potential candidates.

Alfamart's stores were fully staffed, operational delays were minimized, and customer satisfaction remained high.

**"Talkpush addressed the issues by automating our methods, which streamlined our operations and greatly enhanced our lead generation. Since implementing Talkpush, we've saved 3,799 workdays (15 recruiters) and reduced costs by Php425,000 per month, while our lead generation increased by 650%, reaching nearly 150,000 leads in just three months."**



**Patricia Padilla**  
Talent Sourcing Manager

**Ready to level up  
your recruitment?**

Let's jump on a call and explore how Talkpush can help your team.

