

Alfamart

Cutting Recruitment Costs by 55%: Alfamart's Success with Al-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.

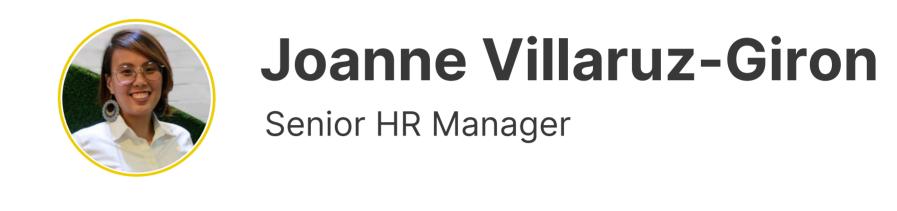
The Challenge

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.

option. This is how Alfamart transformed its hiring process, leveraging Al-powered recruitment to meet and exceed its ambitious hiring goals.

For a business built on convenience, waiting weeks to onboard staff simply wasn't an

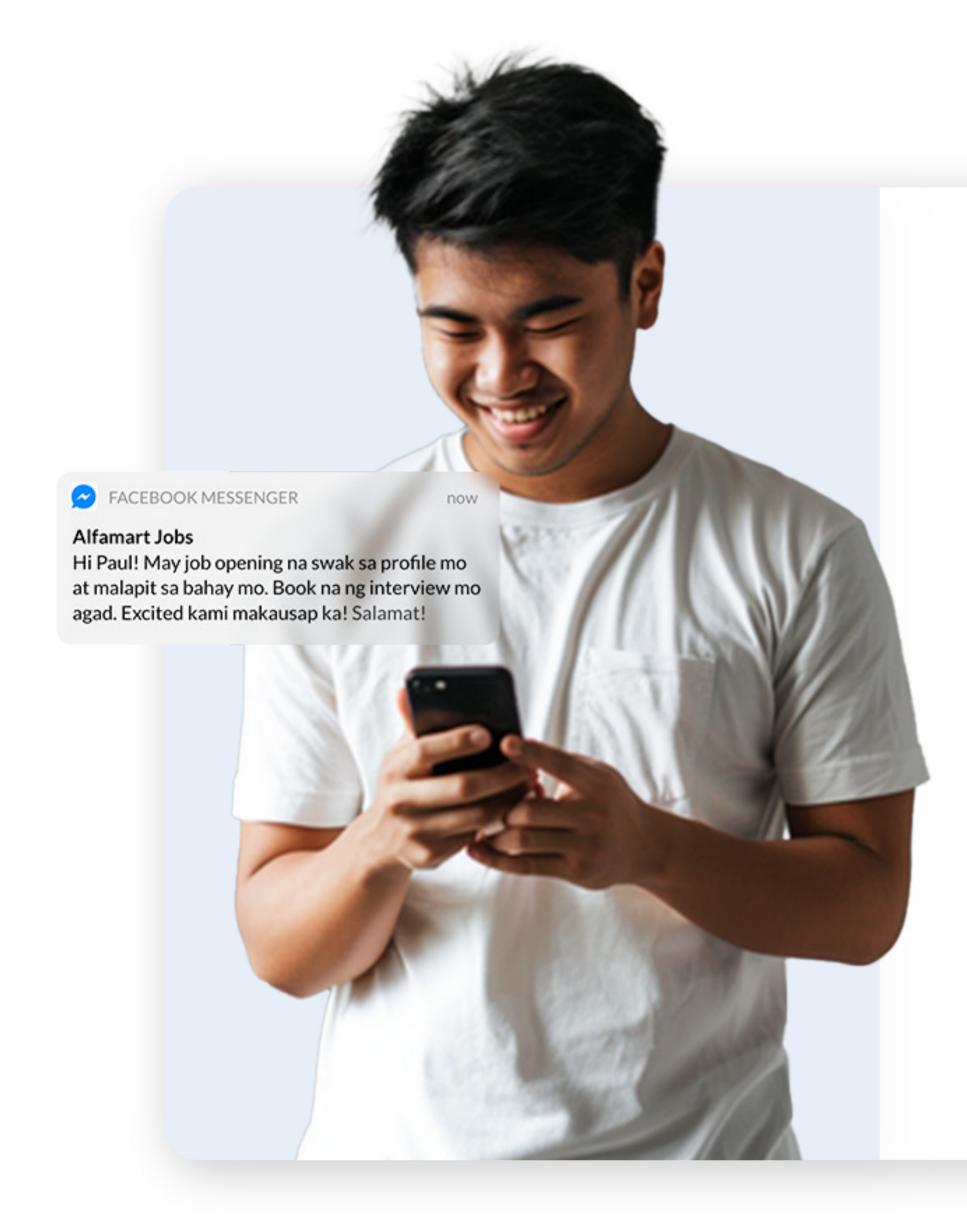
"In 2022, we started to branch out recruitment from the operational HR because we were aggressively scaling the business - opening 500 stores and a whole distribution center. Admittedly, we were a bit late in doing so, and it resulted in unfulfilled targets, very high store manpower variance, and horrific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



The Solution

Alfamart turned to Talkpush, an Al-powered recruitment platform designed to attract and process large numbers of candidates. Talkpush's Al 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.

Embracing



Alfamart's New Bilingual Chatbot

Philippines' rich

linguistic

Immediate Engagement:

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:

Reduction in Time to Hire

And shortening the time to

bring new employees on board.

9 days

Cost

Savings

2.23X

Resulting in reduced recruitment expenses.

Workdays Saved

0,700

in just three months, thanks to the enhanced productivity

of 15 recruiters.

Increase in **Lead Generation**

Vastly expanding the pool

of potential candidates.

65U/o

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."





Talkpush can help your team.