



El Palacio de Hierro

Transforming Recruitment: El Palacio de Hierro's 64% increase in efficiency with Automation

El Palacio de Hierro, the largest luxury department store chain in Latin America since 1891, manages a remarkable 6,000 vacancies yearly across its 570 locations in Mexico. The HR team faced the challenge of navigating a highly complex recruitment process, sifting through an average of 60 CVs per vacancy spread across nine different platforms. Despite their dedication, the process was both time-consuming and labor-intensive, demanding significant resources.

The Challenge

To streamline their recruitment process, El Palacio de Hierro sought a solution that could help them automate manual tasks, speed up the time it took to fill vacancies, and ensure smooth operational continuity. They turned to Talkpush, experts in high-volume hiring for retail in Mexico.

Their goals were clear:

- Automate communication and candidate processing through branded messaging via WhatsApp, email, and Facebook Messenger to keep candidates informed.
- Implement geo-localization filters to help candidates find nearby vacancies.
- Automate candidate ranking so recruiters could focus on the most qualified applicants.

Additionally, they focused on using real-time data from Talkpush's analytics dashboards to make better decisions and refine their talent attraction strategies.



The Solution



Conversational Recruitment Software:

With Talkpush's conversational recruitment software, El Palacio de Hierro transformed their approach. They launched a dedicated WhatsApp Pro Bot for recruitment and a Facebook Messenger bot for their local employer brand page, along with branded landing pages optimized for frontline workers on the move.



Immediately Traffic Sorted:

All incoming traffic gets sorted immediately and receives communications on the next steps of their recruitment process. The Talent Acquisition team is focused on the priority hires and has plenty of qualified candidates to carefully select from.



SAP SuccessFactors Integration:

The integration with SAP SuccessFactors has ensured that every stage of the application process is in sync, linking the recruitment process seamlessly from the first click to the start of the employee experience. This unified HR software ecosystem provides valuable insights, allowing El Palacio de Hierro to continuously improve and strategically adapt their recruitment process.

"Talkpush has truly transformed our recruitment process at El Palacio de Hierro. With our high-volume hiring needs, the ability to engage with candidates across multiple channels—whether it's WhatsApp, Messenger, or SMS—has been a game-changer. Automating repetitive tasks has saved our team countless hours and significantly improved our response times and candidate experience. Integrating Talkpush into our ATS allowed us to streamline our workflows, making it easier to manage and track candidates through the hiring funnel. Since implementing Talkpush, we've seen a notable increase in the quality of our hires and a reduction in our time-to-hire, allowing us to focus on what matters most: building strong relationships with our candidates and ensuring they feel valued throughout the process."



Jose Luis Lugo
Director Talent Acquisition

The Results

63.5%

Increase in the Application Completion Rate

soaring from 58.7%
to an impressive 96%.

64%

Increase in Recruitment Efficiency

dramatically improving hiring
processes and results.

570

Stores adopted the new recruitment automation flow in less than 90 days

showcasing rapid system implementation.

Ready to level up your recruitment?

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

