



## How McDonald's Philippines refined candidate experience and reduced time-to-hire by 35%

Since 1981, **McDonald's Philippines** has managed its recruitment for crew and managers. With over 700 restaurants, they turned to Talkpush to streamline high-volume hiring. Talkpush was chosen for its ability to blend local candidate behaviors with global standards.

### The Challenge

Before partnering with Talkpush, McDonald's envisioned an automated recruitment process capable of efficiently managing thousands of incoming applications across multiple channels. Their goal was to create a seamless candidate journey, ensuring every applicant received timely updates, regardless of the source, while reducing the manual workload on their recruitment team.

Additionally, McDonald's sought to leverage data insights from a unified platform to identify optimization opportunities and gain a deeper understanding of candidate behavior and preferences.



### The Solution

Talkpush provided a solution for McDonald's: deployed a custom AI recruiter via Messenger, SMS, and email. This tool handles inquiries, evaluates candidates, schedules interviews, and manages document collection, cutting the average response time from 5 days to zero and ensuring a bias-free process.



#### Automated Conversations:

By integrating Talkpush with Facebook Messenger, McDonald's managed over 2 million conversations with candidates using their preferred method of communication, capturing nearly 75% of the traffic and boasting the highest completion rate.



#### Efficient Screening:

Talkpush's AI-driven platform quickly screens and shortlists candidates based on predefined criteria, reducing the time spent on manual reviews. Candidates aren't asked to wait; 98% of the incoming traffic is sorted automatically by their custom automation configurations.

### The Results

Since implementing Talkpush, McDonald's Philippines has seen remarkable results:

# 94%

#### Candidate Experience Satisfaction score

reflecting a high level of engagement and positive feedback from applicants.

# 2X

#### Doubling of the Pre-Screening Completion Rate

streamlining the early stages of the hiring process.

# 35%

#### Reduction in Time-to-Hire

supported by automated document collection, speeding up the recruitment timeline.

# 98%

#### Of incoming traffic is automatically sorted

by custom automation configurations reducing manual effort and improving efficiency.

**"Talkpush has streamlined our recruitment process, reducing the time and effort required for screening and shortlisting candidates. It has significantly impacted our recruitment efforts, optimizing the overall process. The platform enables us recruiters to have an effective connection and engagement with our applicants. Lastly, Talkpush provides customization options, allowing us to tailor the platform based on our specific recruitment needs."**



**Sherry Ann Bartolome**

TA Leader McDonalds

## Ready to level up your recruitment?

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

