



**Softtek**<sup>®</sup>

**CASE STUDY** | HOSPITALITY

**Digitalized recruitment strategy increases hiring efficiency by 70% for multinational pizza chain**

[softtek.com](https://softtek.com)





# About the customer

European multi-brand pizza delivery chain.



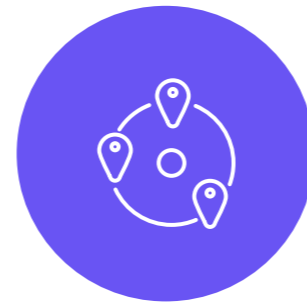
**45K employees**



**2,600+ stores  
in 40 markets  
around the world**



**4 established  
pizza brands**



**100K+ hires per  
year**





# Business challenges

Our client spent an average of 4 hours qualifying and interviewing each applicant for a position. Receiving more than 2 million resumes per year, the company needed to implement a modern recruitment strategy to replace its outdated technology to increase hiring efficiency and improve attraction and attrition metrics.

1

Delays caused by manual hiring processes.

2

150% staff rotation rate from lack of internal offerings.

3

Complex website, mobile presence, and job page.

4

Large employee headcount handled by an outdated payroll system and process.





# How Softtek comes into play

Softtek was engaged to build an agile hiring tool and integrate it with an industry-leading HR software, Meta4, to enable a powerful toolset for potential and current employees as well as HR. The multi-touchpoint digital channel would help the company attract new talent, fill roles faster, increase retention, and automate recruitment and onboarding processes.

**Provided build and run services** for the applications in scope, including managing the Meta4 HR software.

**Implemented a chatbot** to perform the initial applicant review process and form digitalization services for streamlined digital document signing.

**Developed a mobile application** to deliver onboarding, training, and HR communications on a quality user interface.

**Modernized** the payroll system.



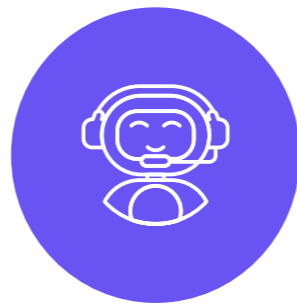


# Business impact

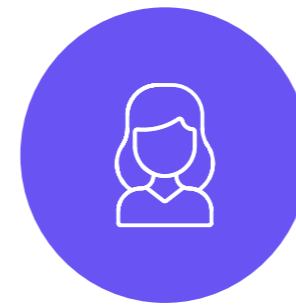
With Softtek's integration, modernization, and development services, our client achieved on time, on quality, and on budget tools to significantly reduce talent acquisition costs and accelerate multiple HR processes from hours to seconds.



70% increase in hiring process capacity from digitalizing and automating recruitment processes.



50% reduction in the time to fill open roles.



25% reduction to OpEx for processes in scope.



Managed 23K+ payrolls for franchises.



#### ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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