



CASESTUDY

Halodoc Found the Cure for HR Inefficiencies with Darwinbox

Digitizing the DNA of HR: How Halodoc Built Scalable, Data-Driven People Practices



INDUSTRY

Healthcare

HEADCOUNT

~900

LOCATION

**Indonesia (HQ)
and India**

Halodoc is Indonesia's leading secure health-tech platform, dedicated to simplifying healthcare access. By seamlessly connecting millions of patients with licensed doctors, insurance providers, labs, and pharmacies through a single mobile application, Halodoc delivers a comprehensive healthcare ecosystem at users' fingertips.

As Halodoc scaled rapidly, its HR operations struggled to keep up. Manual processes became a bottleneck, making efficiency and agility increasingly difficult.

Enter Darwinbox—Halodoc's HR transformation partner, delivering the perfect digital antidote to cure inefficiencies and revitalize HR.

THE TURNING POINT



Scaling to 2X headcount made manual processes unsustainable



Rapid growth demanded automation without increasing HR headcount



Leadership needed a single source of truth for workforce insights





Module in Focus: Core HR

The Challenge

- ✗ Siloed HR data across India and Indonesia, managed via Google Sheets
- ✗ Lack of data integrity with manual updates
- ✗ Error-prone processes with no validation mechanisms for critical fields (e.g., KTP and NPWP)
- ✗ Time-consuming processes — HR teams spent two days compiling reports

The Darwinbox Advantage

- ✓ Reduced HR team size by one-third
- ✓ Centralized, consolidated, and accurate HR data
- ✓ Report extraction time: cut from 1-2 days to 1-2 hours!
- ✓ Data-driven decisions, enabling strategic workforce planning

Darwinbox's Core HR Reports enabled data-driven decision making with:



Employment Data Insights - Attrition analysis, gender ratios, and payroll reimbursement tracking



Key Workforce Insights help tailor engagement strategies



Darwinbox Core reports have been very helpful for us. For instance, we discovered that Gen Z makes up 42% of our workforce, making a one-size-fits-all approach ineffective. Their learning preferences differ significantly from Gen Y and X, so we revamped our training—keeping sessions under two hours and town halls under one.

Such insights help us adapt and deliver high-impact experiences that truly resonate.



Thomas Suhardja,
Chief of Human Capital at Halodoc



Module in Focus: Recruitment and Onboarding

The Challenges

Manual, fragmented, and time-intensive processes slowed down recruitment at every stage—from requisition to onboarding.



Requisition & Approvals

Slow MRF approvals due to paper-based, step-by-step processing



Pre-Offer Stage

- Delayed pre-offer steps due to manual follow-ups and tool dependencies
- Manually requested candidate documents like salary slips, reference contracts, and KTP over email
- Scattered candidate documents across emails and platforms like Google Drive



Offer Stage

- Offer letters were manually created, sent via Privy, and required candidates to create Privy accounts
- Employment agreements were individually updated and processed manually



Candidate Data Entry

- Manual entry and verification of candidate data like pay IDs, family cards, and tax file numbers led to delays and errors
- High admin workload due to handling both data entry and validation



Hiring Funnel & Onboarding

- Difficulty in tracking candidate progress during the hiring process
- Inconsistent and effort-intensive new-hire onboarding

The Darwinbox Advantage

33%

reduction in average time to fill a position

720

man-hours saved annually

50%

time saved in the offer letter generation & signing process



Admin count halved: one admin now manages the entire process—and more

Admins now only validate candidate data instead of entering it manually



Customizable fields in Darwinbox allow tailored data collection based on organizational needs



Ensures compliance and **minimizes the risk of data entry errors**

High automation and efficiency

- ✓ Automated end-to-end recruitment with ATS and core HR integration
- ✓ Enabled candidates to self-enter data, reducing admin effort and errors
- ✓ Digitized and customized documents, offer letters, and employment agreements
- ✓ Accelerated hiring by submitting, approving, and tracking MRFs in-system
- ✓ Real-time visibility into candidate progress and hiring blockers

Halodoc made first impressions count—and stick—with Darwinbox!



Reduced first-year attrition through structured digital onboarding



Enhanced employer brand with a smooth, modern candidate experience



Promoted psychological safety with transparency and structure in hiring



Darwinbox has enabled us to create a seamless, modern recruitment experience—from digital candidate data capture to smooth ATS integration with our core HR system. In today's competitive hiring landscape, this level of efficiency is critical. We've moved from handling stacks of physical CVs to a fully automated process where recruiters can easily track a candidate's progress through every stage.

Candidates also appreciate the convenience of submitting their information digitally, and with data flowing directly into our system, we've elevated both our operational credibility and the overall hiring experience.



Thomas Suhardja,
Chief of Human Capital at Halodoc



Module in Focus: Performance Management

The Challenges

As a growth-driven organization, performance appraisals are vital to how Halodoc evaluates and develops talent. However, the organization's earlier process was heavily manual and inefficient.

Halodoc conducted two review cycles in a year but managing them was cumbersome:

- ✗ Managers assessed team members manually using individual appraisal sheets
- ✗ HR manually compiled KPIs and key initiatives across multiple Excel sheets
- ✗ Consolidating data was time-consuming and error-prone
- ✗ Took days to generate reports for leadership (e.g., process completion rates by department)
- ✗ No automated reminders caused delays in the review process
- ✗ Irregular check-ins; performance data was scattered and undocumented

The Darwinbox Advantage

For Employees

Seamless inputs of KPIs and access to past data, enabling centralized and continuous performance tracking

For Managers

- No manual entry and easy to review team progress through a dedicated dashboard with automated reminders
- Effortless performance tracking, with real-time visibility into KPI progress

For HR

~50% time reduction in performance report compilation	>95% of reviews are now completed on time
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- Easily monitor progress and send automated reminders to employees and managers
- Generate complete performance reports instantly
- Seamless analysis of feedback trends to identify skill gaps and drive targeted development
- Easily identify skill gaps and tailor learning interventions
- Performance data feeds directly into Training Needs Analysis
- Regular check-ins and progress documentation promote ongoing performance conversations and year-round engagement



Using performance data, HR can cluster feedback into clear thematic areas. These insights are now being mapped to KPIs to inform quarterly training priorities—ensuring learning programs are both relevant and impactful.



By centralizing performance data, automating key workflows, and integrating actionable insights, Darwinbox has helped Halodoc modernize the entire approach—shifting from reactive processes to proactive talent development.



Four years ago, our performance reviews were buried in Excel sheets and manual processes. With Darwinbox, we've built a seamless, always-on performance system—with regular check-ins, automated reminders, and instant reporting at our fingertips. What once took us days, now takes just a few clicks. It's a complete transformation in how we track, evaluate, and act on performance data.



Thomas Suhardja,
Chief of Human Capital at Halodoc



Module in Focus: Workflows

The Challenges

Before adopting Darwinbox, several HR and operational workflows were plagued with inefficiencies that impacted employee experience and administrative productivity:



Confirmation & Separation

- ✗ Delays in confirmation due to manual tracking and approvals
- ✗ Inefficient separation process, causing delays in final settlements and exit formalities
- ✗ Difficult to analyze employee turnover and retention



Reimbursements & Travel Requests

- ✗ Employees submitted requests to the GA team manually via email
- ✗ The GA team responded and tracked requests manually, leading to delays
- ✗ The process involved excessive back-and-forth communication



Facilities & Support Requests

- ✗ No streamlined system for employees to raise infrastructure-related issues, leading to inconsistent resolution and lack of visibility.



Onboarding

- ✗ New hires and recruitment teams coordinated manually over WhatsApp or email to complete documentation and track onboarding milestones, creating a disjointed and inefficient experience.

The Darwinbox Advantage

10+ custom workflows created to suit Halodoc's unique requirements!

Darwinbox has transformed these workflows by digitizing and automating key processes, significantly improving speed, accuracy, and employee satisfaction:

Streamlined Confirmation & Separation

~50% reduction in confirmation and separation processing time

540 man-hours saved annually

- Ensured smoother transitions that enhance employer branding and employee experience
- HR gained visibility into retention and attrition trends through centralized data

Efficient Reimbursement & Travel Requests

- Eliminated manual email-based request process with an integrated platform
- Automated notifications keep employees informed at every step—via in-app alerts and email
- Enabled employees to raise reimbursement requests directly, without email or follow-ups
- Streamlined approval flows by routing requests through the Darwinbox platform—no manual intervention needed

Ticketing Workflow for the GA team

- Implemented a ticketing workflow for the GA team via Darwinbox
- Employees can raise maintenance requests for office or room issues directly on the platform
- Both employees and the GA team receive automated notifications
- Ensures seamless request tracking and faster resolution

Digitized Onboarding

- Easy progress tracking by recruitment teams and new hires
- New hires complete documentation digitally before joining, improving preparedness
- Automated notifications prompt document submission, eliminating manual follow-ups via WhatsApp or email



Module in Focus: Travel & Expense

The Challenges

- ✗ Growing employee mobility across locations led to a spike in travel and reimbursement requests
- ✗ Entire process ran manually via emails to the General Affairs (GA) team
- ✗ Inbox overload caused delays and missed approvals
- ✗ Tracking requests and status updates was slow and inefficient

The Darwinbox Advantage

With a dedicated Travel Management module, Darwinbox offered a seamless, automated system for employees, managers, and the GA team.

Reduced travel request
processing time from

7-10 days  **1-7** days

Reduced reimbursement
processing time from

15-30 days  **1-7** days

~100% on-time
travel approvals

~90% reimbursements processed
without additional follow-ups

>95% of travel requests are
aligned with Halodoc's SLA

- ✓ Centralized tracking of all travel requests and approvals in one place
- ✓ Customizable workflows tailored to specific approval hierarchies
- ✓ Reduced manual coordination and faster processing of requests
- ✓ GA team freed up for more strategic, analytical work
- ✓ Data-backed insights to optimize travel policies and manage costs
- ✓ Improved visibility, accountability, and employee experience

Halodoc's journey with Darwinbox has redefined what HR can achieve, transforming from manual-heavy operations to a seamless, insight-led function that scales with the business. But this is just the beginning. As Halodoc continues to grow and innovate in Indonesia's dynamic healthcare landscape, Darwinbox will remain a trusted partner—constantly evolving to meet new challenges, unlock deeper insights, and deliver continuous value across the employee lifecycle.





Before Darwinbox, our HR processes were heavily manual, riddled with inefficiencies, scattered data, and a high risk of error. Today, we've built structured, scalable systems around Darwinbox that power everything from applicant tracking and performance management to workflow automation.

What truly sets Darwinbox apart is its ability to create custom workflows that adapt to the unique needs of our organization, while integrating seamlessly with other functions like finance and general services. This has given us the agility to evolve continuously. It's more than a system—it's a strategic enabler for proactive, data-driven HR. Overall, I truly appreciate the efforts of the whole Darwinbox team in understanding and addressing our needs, ultimately helping our business grow.



Thomas Suhardja,
Chief of Human Capital
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