



CASESTUDY

Shakey's HR Transformation: Driving Multi-Brand Success with Darwinbox



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INDUSTRY

Hospitality (F&B - Restaurants)

EMPLOYEE SIZE:

2,100+

LOCATION:

Philippines



Shakey's Pizza Asia Ventures, Inc. (SPAVI | PSE: PIZZA) is one of the leading casual dining chain restaurant and food service groups in the Philippines. It is home to a curated portfolio of market leading and emerging brands.

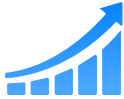
Shakey's is the number one player among full-service pizza chains and full-service restaurants in the Philippines. Hailing from the United States, it was brought to Metro Manila in 1975 and now operates nearly stores. Today, Shakey's is known for its family-friendly atmosphere, its signature pizza, chicken, and mojos, and great service.

In 2019, SPAVI acquired Peri-Peri Charcoal Chicken & Sauce Bar, an emerging fast-casual and full-service brand. It also became the master franchisee of Singapore's R&B Milk Tea in the Philippines, integrating it into select Shakey's stores and eventually launching its first standalone store two years later. SPAVI also relaunched its artisanal, build-your-own-pizza concept, Project Pie in 2021.

In 2022, SPAVI acquired Potato Corner, the undisputed leader in kiosk-based food chain, specializing in flavored fries. This expanded the group's network by over 1,000 Philippine outlets and 200+ stores across 12 countries to its portfolio upon acquisition.

Today the entire group has over 2,500 stores in its global network, of which approximately 20% are international stores.

In the last five years, SPAVI experienced:



Exponential expansion,
evolving from a single-
brand operation to a
multi-brand powerhouse



**Rapid workforce
growth,** with a
substantial increase in
employee headcount



**Geographically
diversified,** with more
a fifth of its network in
international shores

Recognizing the need to scale its team and stay relevant, Shakey's sought a solution to craft the right strategies for empowering employees and HR, all while driving sustained growth. Darwinbox became one of the key ingredients in their recipe for success.



Our goal was to transform every leader into a capable people manager. To achieve this, we needed the right systems, processes, and policies in place, implemented quickly to keep up with change. The primary focus was to make HR more agile. Managing HR for a single brand is straightforward, but with multiple brands, the volume and complexity of demands grow significantly.



Marielle C. Santos

CHRO, Shakey's Pizza Asia Ventures, Inc.

Module in Focus: Core HR



Before Darwinbox:

Manual printing and filing of all 201 files (employee records)

- ✗ Difficulty in tracking, checking, and validating missing documents
- ✗ Risk of misplaced files or incorrect filing
- ✗ Employees had to email documents, requiring constant follow-up
- ✗ Multiple systems and sources for reports





75% reduction

in time taken to validate and record employee files due to automatic syncing of documents

20 mins  5 mins



Transition to a

paperless 201 file system



31 policies hosted

on Darwinbox



Eliminated email submissions — direct upload of documents on Darwinbox



Complete documentation

through mandatory attachment fields



One-stop shop

for generating HR reports, replacing multiple systems



Single source of truth

eliminating thousands of physical folders and simplifying record maintenance



Before, we were dealing with multiple systems due to acquisitions—each with different setups and data architectures. It felt like we were constantly extracting and organizing data. Now, having everything in one system has saved us countless hours. For example, after finishing budgeting and master lists, we can easily extract the data, instead of trying to navigate through different systems.



Marielle C. Santos

CHRO, Shakey's Pizza Asia Ventures, Inc.


Module in Focus: Performance Management



Before Darwinbox:

- ✗ Manual goal setting and reviews, conducted via Excel sheets and email exchanges
- ✗ Lack of documentation
- ✗ Low compliance and visibility into goal-setting
- ✗ Inconsistent appraisals due to incorrect/different forms being used
- ✗ 2-3 days for form validation, and 2-3 hours daily for addressing PMS-related inquiries

Darwinbox Impact:

- ✓ 87% employees now comply with goal-setting
- ✓ Form validation time reduced
2-3 days  0.5 days

- ✓ Reduced inquiry handling time

by half

- ✓ **1st year to complete paperless PMS for direct employees in all levels**
-

- ✓ Availability of real-time progress tracking and nudges for stakeholders — employees, managers, and administrators
-

- ✓ Consolidated to a single review cycle with auto-tagged forms based on predefined parameters
-

- ✓ Performance dashboards to provide quick progress insights for each employee
-

- ✓ Introduced HiPo and regular Individual Development Plans (IDPs) for targeted employee growth, aligned with talent succession and leadership pipelines



For the first time, over 90% of employees completed their performance appraisals within the system—a significant leap from previous years, where appraisals felt long and painful like ‘pulling teeth. The calibration process allowed us to see in one glance how organizational performance is rated across the various units and BUs. Performance Management has become a much simpler process for managers and employees.

This activation wasn’t just about automation but about simplifying and redesigning processes to align with organizational goals. With performance appraisals and Structured IDPs, tied to our talent succession program, now in one place, we can now track and document employee performance and development systematically, preparing future leaders and supporting our growth strategy.



Marielle C. Santos

CHRO, Shakey’s Pizza Asia Ventures, Inc.

Module in Focus: Recruitment and Onboarding



Before Darwinbox:

- ✗ Requisitions shared via email; 2—3 weeks for approvals
- ✗ Interviews manually scheduled with hiring managers
- ✗ Job postings managed separately across platforms
- ✗ Onboarding heavily reliant on manual tasks (calls, emails)

After Darwinbox

- ✓ 50% faster approval of requisitions
- ✓ Average time to hire reduced by 33%
- ✓ Candidate onboarding time reduced by 50%
- ✓ Single tracking system
for recruitment and onboarding

✓ Integrated interview scheduling

via Darwinbox, connected to MS Teams

- ✓ Seamless job posting and candidate tracking across platforms like JobStreet, Indeed, and LinkedIn
-

- ✓ Automated onboarding with workflows integrating tasks across stakeholders
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- ✓ Improved candidate experience with a smooth transition from application to onboarding and no redundant data entry
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- ✓ Enhanced manager visibility from requisition approval to onboarding
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- ✓ Clear tracking of candidate progress, application source, and recruitment updates



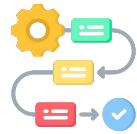
Our goal is to create a seamless, end-to-end experience, improving both operational efficiency and candidate satisfaction. By integrating all platforms and processes under Darwinbox, we're building a foundation for scalable, analytics-driven recruitment and onboarding.



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CHRO, Shakey's Pizza Asia Ventures, Inc.

Module in Focus: Workflows (Employee Movements)



In the restaurant industry, employee movements are frequent. Whether transferring to a different branch or quickly advancing up levels, these changes create a constant need for accurate documentation and system updates. For example, in 2023 alone, 14% of Shakey's workforce was promoted—a significant number that highlights the dynamic nature of the organization.

Before Darwinbox:

- ✗ Branch transfers, promotions, and role changes were managed manually via email and forms
- ✗ Payroll errors due to incorrect tagging or transfers

After Darwinbox

Implementing an integrated system has transformed this process:

- ✓ Reduced the turnaround time (TAT) for processing employee transfers by 1—2 days by eliminating manual efforts in data collection, validation, and reconciliation
- ✓ Seamless employee transfers allow managers to tag and transfer employees directly, reducing dependence on HR for every movement
- ✓ Real-time update of employee records, ensuring payroll and operational accuracy

Module in Focus: Attendance



Before Darwinbox:

- ✗ Employees logged in and out manually, causing frequent errors and inefficiencies.

After Darwinbox

- ✓ Easy clock-in/out for employees and leave management with mobile and desktop apps
- ✓ Convenient and real-time tracking of attendance and leave balances
- ✓ Streamlined attendance regularizations and approvals especially with mobile app for employees
- ✓ Enhanced payroll accuracy with correct time, attendance, and leave inputs

Module in Focus: HR Letters



Before Darwinbox:

- ✗ Employees emailed HR for documents like Certificates of Employment (COE), promotion letters, or bonus communications, which HR manually generated and shared
- ✗ Frequent policy queries (e.g., travel, leave) further consumed HR's time

After Darwinbox

- ✓ **Enhanced employee self-service**
of HR letters
- ✓ **24-40 hours TAT reduction**
as employees can self-generate HR letters in seconds
- ✓ **Centralized policy access,**
enabling employees to access them independently and instantly, cutting down HR's workload around query resolution
- ✓ Reduced paper usage contributing to sustainability goals
- ✓ The platform handles high volumes efficiently, maintaining quality service



Darwinbox has significantly eased the workload for our HR team by automating several fundamental processes. This automation has not only reduced operational burdens but also allowed the team to focus on more strategic and impactful initiatives.

In our industry, service is as important as the product itself. Darwinbox excels by acting as a strategic partner rather than just a vendor, guiding us to effectively implement and execute solutions tailored to our needs.



Marielle C. Santos

CHRO, Shakey's Pizza Asia Ventures, Inc.



Bring the transformative power of Darwinbox to your organization.

Reach out to us to learn more

Setup a Demo

