



How one of the leading food and beverage manufacturers in SEA saved 90 recruiter days with impress.ai

The Background

The client, one of Southeast Asia's leading food and beverage manufacturers, operates across various sectors, including agriculture and FMCG. The company handles high-volume recruitment across various roles, particularly focusing on large-scale hiring initiatives such as graduate programs and mass recruitment drives.

The Challenge

As a premier recruiter in Indonesia, they focus on hiring a large number of fresh graduates through scholarship and mass hiring programs, which attract over 1,000 candidates per cycle. Recruiters often find themselves relying on arbitrary and sometimes costly methods to create long lists and shortlist candidates from this large pool, all while struggling to maintain candidate engagement throughout the lengthy application process. Manually scaling this process to improve engagement would have significantly increased the cost of hiring.

The Solution

To address these challenges, the client implemented impress.ai's AI-powered recruitment automation platform, which integrated and streamlined candidate screening, scoring, shortlisting, and engagement. The platform automated the candidate screening process, utilizing AI to score and efficiently shortlist candidates, ensuring that only the most qualified individuals progressed to the next stages. The AI-powered chatbot engaged with candidates outside of regular working hours, providing real-time responses and improving overall candidate engagement throughout the hiring process. By automating these critical steps—screening, scoring, shortlisting, and engagement—impress.ai enabled recruiters to focus their efforts on the best-matched candidates, significantly improving the efficiency of the hiring process.



The Results

38%

Reduction in
time-to-hire

90

recruiter-days saved

16,000+

candidates reviewed &
screened through AI

97%

CSAT (Candidate Satisfaction Score) scored