



Akrivia HCM

Use Case

Managing Retail Workforce in SEA

How Retail Chains Centralize HR & Compliance for 100+ Locations



The "Operational Leakage"

Retail expansion in Southeast Asia makes centralized workforce control across distributed locations increasingly difficult. When footprints grow beyond NCR (Manila), Jabodetabek (Jakarta), or Greater KL reliance on manual processes create critical business risks.



Attendance Fraud & Time Theft (Buddy Punching):

Without biometric-grade digital validation, HQ cannot verify actual vs. rostered hours. This leads to "ghost shifts," unauthorized overtime claims, and lost sales during peak footfall periods.



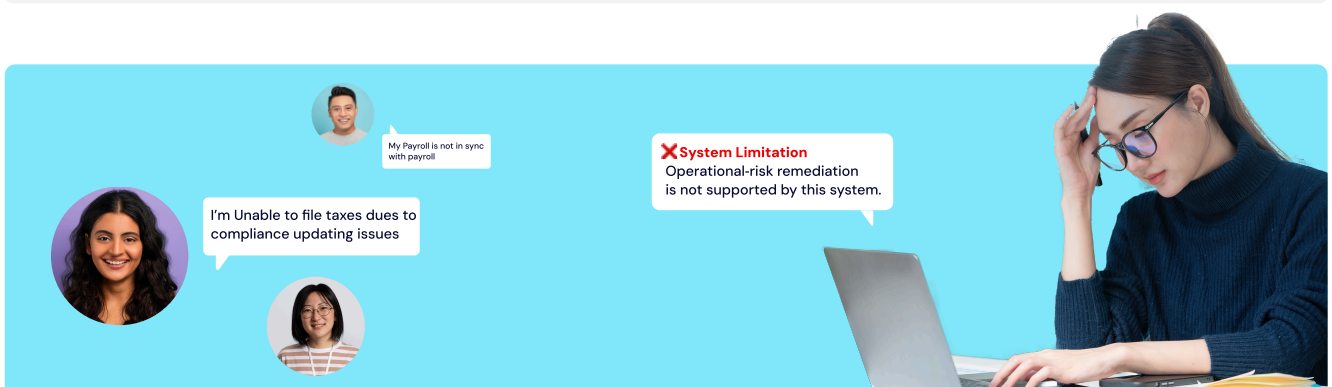
Statutory Compliance Breakdown (The Multi-Country Burden):

SEA labor laws are not uniform. Manually calculating 13th-month pay (Philippines), social insurance (Vietnam), statutory contributions (EPF/SOCSO/PCB in Malaysia), and THR/BPJS (Indonesia) using manual, non-integrated processes is a recipe for compliance audits and labor litigation.



Regulation Updates Become Rework ("The Consultant Tax"):

Global HR Tools are not built for SEA. Every time a regional labor law changes, companies are forced to hire expensive consultants to build custom "patches" or fix broken integrations between payroll, attendance and performance.

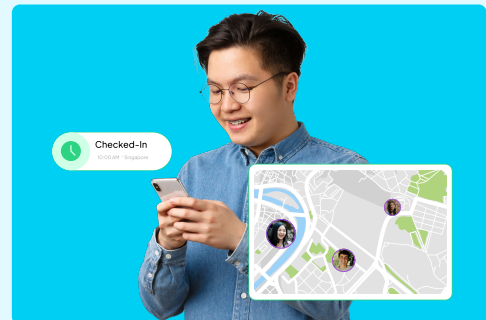


The Workforce Model

Implement the Akrivia HCM model that distributes data collection while upholding global oversight.

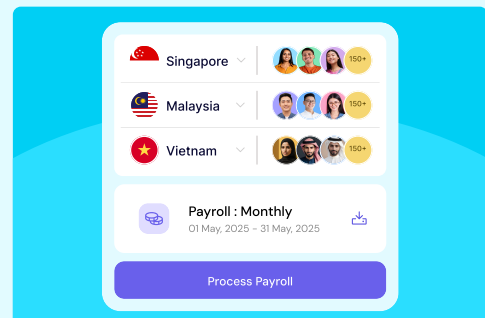
Geo-Tagged Attendance with Liveness Detection

Replace legacy Bundy Clocks with GPS-fenced mobile check-ins. Staff must pass a facial recognition check within a predefined radius of the store.



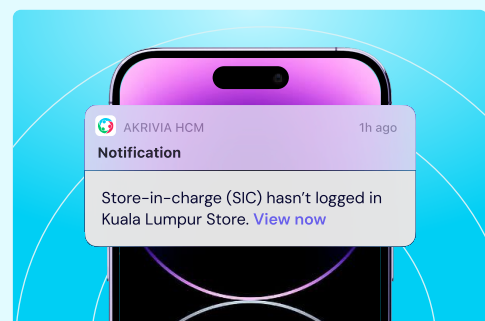
The SEA-Localized Payroll Engine

Automate calculations based on regional minimum wage tiers and local labor codes. The system natively handles night shift differentials, public holiday, double pay and service charges.



Exception-Based Management (Real-Time Alerts)

Move from delayed insights to immediate action. If a store-in-charge (SIC) hasn't logged in by shift start, regional leaders are instantly notified via push notification.



The Impact

The Transformation Matrix

Operational Risk	The Strategic Fix	High-Level Business Outcome
Manpower leakage	Geo-tagged biometric validation	Payroll savings: Eliminate "buddy punching" and unearned OT pay.
Statutory non-compliance	Localized statutory logic	Risk mitigation: Automated 13th month, THR, and social insurance calculations.
Excessive travel costs	Remote audit dashboard	Opex optimization: 30% lower travel costs; area managers focus on same-store sales growth (SSSG).

The Results

6 months post-implementation, the following metrics can be achieved

Metrics	Before Akrivia HCM	After Akrivia HCM
Payroll Processing	7-10 Days (Manual)	1 Day (Automated)
Attendance Accuracy	~85% (Trust-based)	100% (Biometric + GPS)
Regional Compliance	High Risk of Error (Manual)	Zero Penalty Risk (Auto-Rule)
Manager Travel Time	40% Supervision / 60% Strategy	10% Supervision / 90% Strategy





//Akrivia HCM has transformed how we manage our workforce. We centralized all our employee data and run payroll across 300 locations in Indonesia. We saved significant costs by handling recruitment, LMS, and tax calculations all within one platform.//



Wiwit Kristianto

- Head of Support Services, Kanmo Group

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