



HR LEADER GATHERING

2026 Target Bisnis Melonjak, HR Tertekan: Strategi Operasional HR agar Tetap Efisien



Business and HR in 2026:

How To Create Efficient HR Ops Processes

by **Kamila Fakhra Fahima**

Efisien untuk siapa?

A. HR

B. Management

C. Employee

D. Business



Efisien untuk siapa?

A. HR

→ Ga banyak admin

C. Employee

→ clarity, fairness & user friendly

B. Management

→ kejelasan & keputusan cepat

D. Business

→ More Revenue / Cutting cost

Supaya bisa efisien untuk semua, kita perlu sepakat dulu:
efisien itu maksudnya apa?

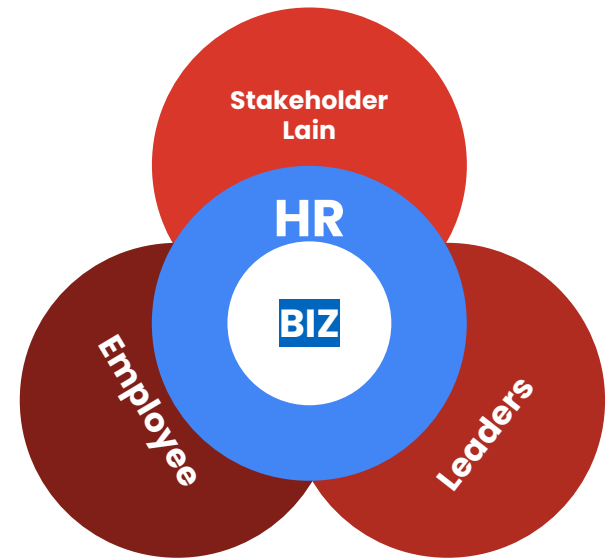


About: HR Efficiency



TARGET HR: Eliminate **invisible labor**

kerja berulang, kerja administratif, kerja mental
yang jarang dihitung, tapi sangat menguras
energi



Building HR Team in KitaLulus:

Meet the team- KitaLulus punya 3 HR inti

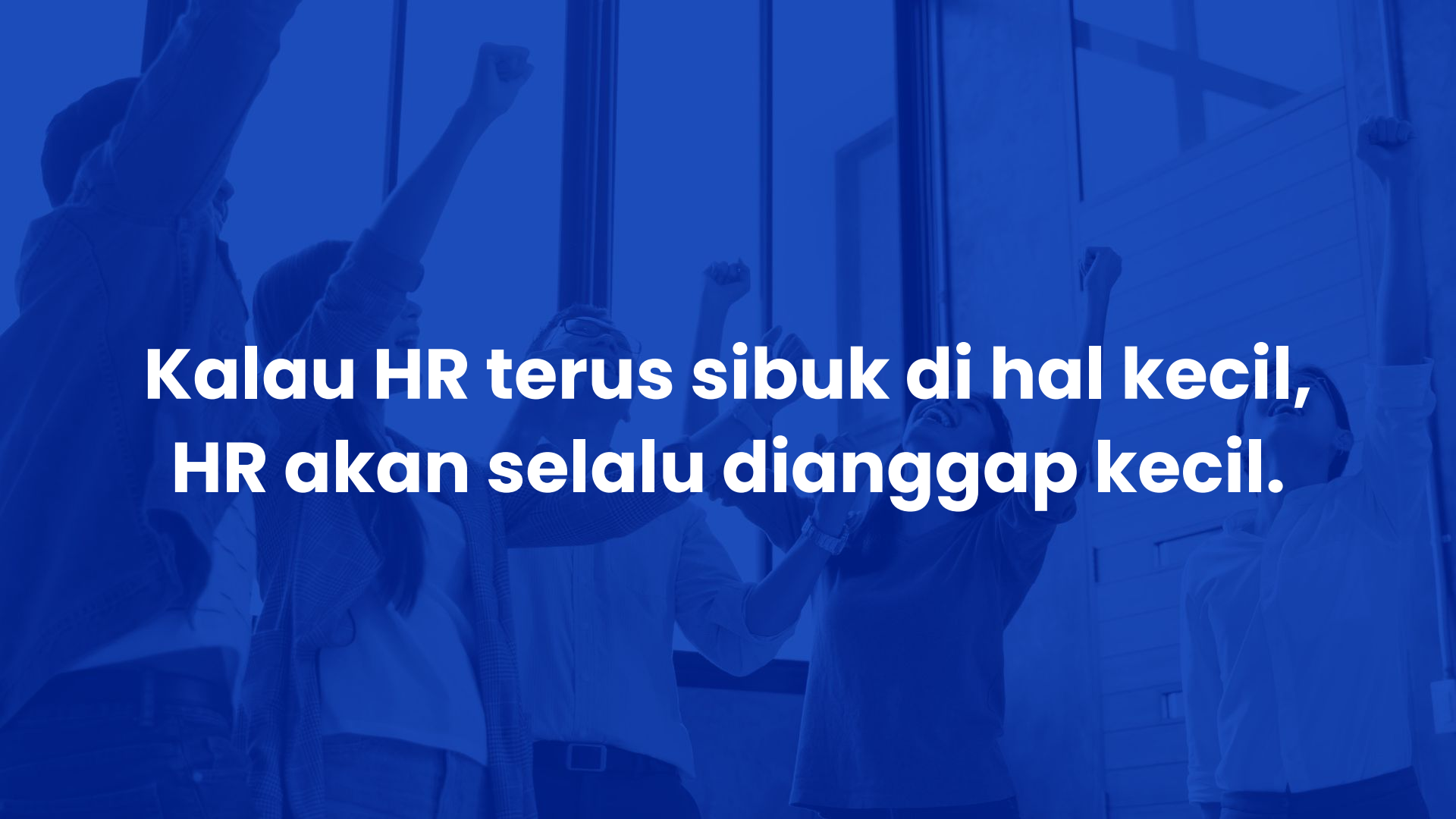
- Length of Service:
5 years building HR team from 0 → now

Our HR Scope

- HR Ops (payroll, HRIS, BPJS, Insurance, etc.)
- Recruitment
- Office Management and GA
- HRBP
- Performance Management
- Engagement
- Learning and development
- Pemadam kebakaran dari isu - isu panas lainnya



In frame: Packing Lunch buat employees

A blue-tinted photograph of a group of people in an office setting, celebrating with their fists raised in the air. The image is overlaid with a semi-transparent blue filter. The text is centered in white, bold font.

**Kalau HR terus sibuk di hal kecil,
HR akan selalu dianggap kecil.**

Identifying HR Ops Effectiveness: How we improve?

3C Framework

1. **Clarity (What, Who, How many)**
 - Area apa yang kurang efektif? Siapa dan berapa orang yang bertanggung jawab?
2. **Cycle Time (When)**
 - Berapa waktu yang dibutuhkan menyelesaikan task tersebut?
3. **Cost (How much)**
 - Berapa cost yang dikeluarkan -> ada yang bisa dihemat?

HR Evolution:

**Level 1: Admin
Report**

**Lvl 3: Analytical
HR**

**Level 5: Strategic
Partner**

MOST FATIGUE COME FROM:

HR Operation

- > Payroll
- > Employment Admins /documentation
- > Reimbursement

Recruitment

- > Pooling
- > Sourcing
- > Screening
- > 1st Interviews
- > Managing Interview Schedule

Employee Relation

- > Answering the same employee questions

The Repetitives

Elaborate HR Ops Efficiency:

Study Case: Recruitment Process People Team 2022

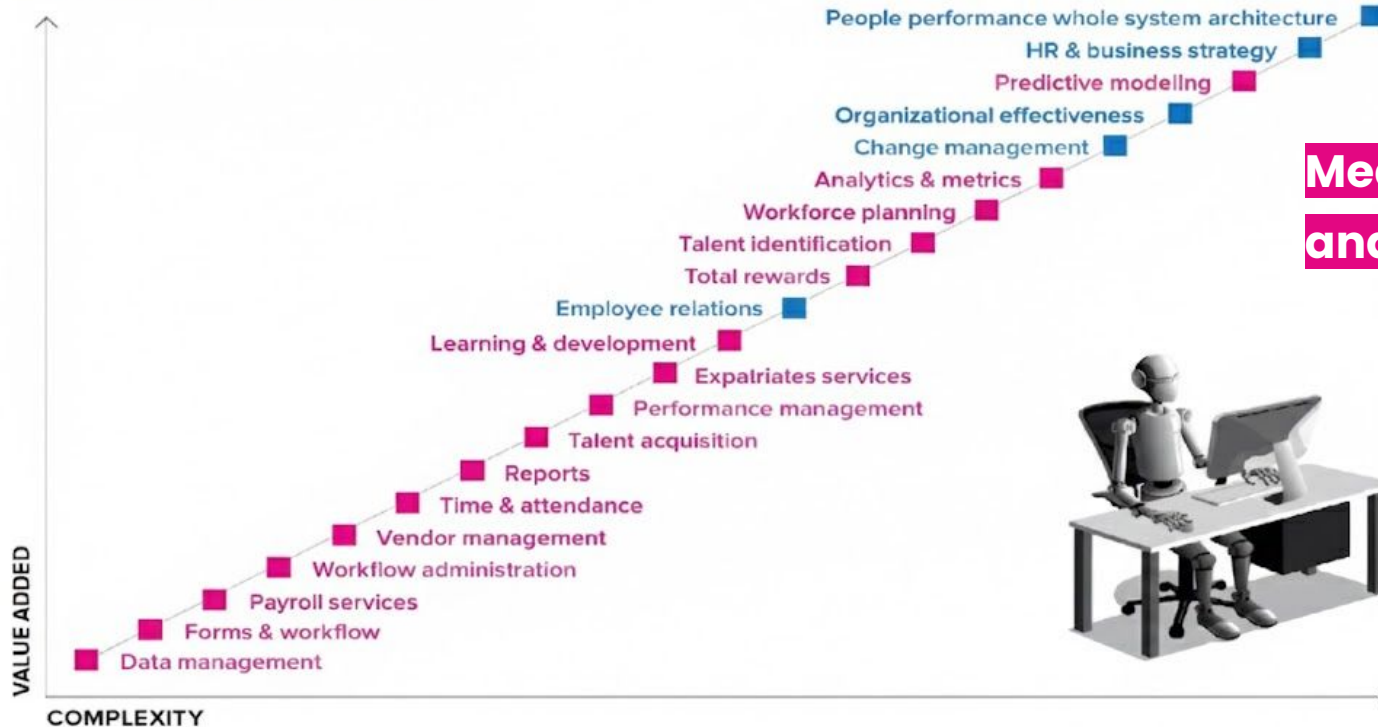
Task Category	Priority	Frequency	Time Allocation (per week)
Recruitment			
Pooling & Sourcing	High	Daily (2-3 hrs/day)	10-15 hrs/week
Interviews	High	Daily (4-5 hrs/day or c	6-8 hrs/week
Invitation Management	High	Daily (1 hr/day)	5 hrs/week
Channels Management	Medium	Weekly (1-2 sessions)	3-4 hrs/week
Post-Interview Process			
Rejections	Medium	Weekly (1-2 sessions)	2-3 hrs/week
Referral Management	Medium	Weekly (1 session)	1-2 hrs/week
Personal Branding			
Personal Branding	Low	Monthly (as needed)	1 hr/week (avg)
Operations			
Dashboard Management	High	Weekly (1 session)	2-3 hrs/week
Data for Metrics	Medium	Weekly (1 session)	2-3 hrs/week
Onboarding & Engagement			
Onboarding	High	Weekly (1-3 sessions)	1-3 hrs/week
New Joiner Checking	High	Weekly (1-3 sessions)	1-3 hrs/week
TOTAL MANPOWER HOURS SPEND WEEKLY			~50 hrs/week

3C Framework

1. **Clarity (What, Who, How many)**
– 1 HR Ops (Recruitment & GA)
2. **Cycle Time (When)**
– Berapa waktu yang dibutuhkan menyelesaikan task tersebut?
3. **Cost (How much)**
– Berapa cost yang dikeluarkan atau yang dihemat?

Solution seeking: Research by KPMG on “HR Tasks that can be Automated”

- Can be fully or partially automated
- Is less susceptible to automation



**Means There are tools
and ways to explore!**



HR Operation Solutions: Automating the Repetitive

HR Operation

Payroll Formula System

4 man hours saved per month
Spreadsheet
FREE
60 mins to create

Reimbursement HTML Template

2 man hours saved per month
Poe (by Quora)
Rp80.000 per bulan
60 mins to create

HRIS Maximalization

4 man hours saved per month
HRIS
60 mins to create

Recruitment

AI based Candidate Screen, Match and dashboard

60 man hours saved per month
KitaLulus

CV Screener

4 man hours saved per month
KitaHQ (by KitaLulus)
Free for KitaHQ users

Flow Automation

60 man hours saved per month
N8N
Strong customisation (ongoing)

AI Interviewer

60 man hours saved per month
KitaHQ (by KitaLulus)
Start From Rp10.000 per interview
No need to create app
Strong customisation

Employee Relation

HR Customer Service

4 man hours saved per month
Poe (by Quora)
Rp80.000 per bulan
120 mins to create app + debugging
Skills Required:

- Prompting
- Debugging



HR Recruitment Audit:

BEFORE (Manual)

Total: ±46 jam / minggu

CV screening & shortlist: **10 jam**

Interview scheduling: **6 jam**

Initial HR interview: **15 jam**

Candidate tracking & reporting: **5 jam**

Follow-up & reschedule: **5 jam**

Hiring update & alignment meeting: **5 jam**

HR role: Operator & admin

AFTER (Automation)

Total: ±5–8 jam / minggu

AI Sourcing + screening: **~1–2 jam**

Automated scheduling: **~0.5 jam**

AI Interviewer: **~1–2 jam** (evaluation & decision)

Auto dashboard & report: **~0.5 jam**

Flow automation: **~0 jam**

Stakeholder alignment: **~1–2 jam**

HR role: Decision maker & partner

People Team KitaLulus pake apasih?

Recruitment Repetitiveness Solution

KitaLulus

Indonesia's #1 All-in-One Recruitment Solution

JOB PORTAL

AI BULK CV REVIEW

BACKGROUND CHECK

AI INTERVIEWER

AI SOURCE &
RECOMMEND

AI ASSESSMENT



AND ALSO!

- 11 Juta database kandidat
- Posisi **fresh graduate** sampai dengan **5 tahun pengalaman**
- Mencapai **400+ kota dan kabupaten di Indonesia**



Sales



Administration



Finance and accounting



Customer Relations



Teachers



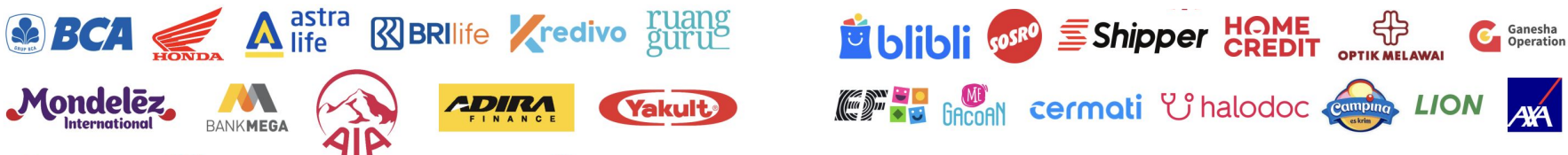
F&B Workers

I want you to try **OUR** privilege
If you have **hiring needs**, Please let us know!

Tell your hiring needs to **KitaLulus team** and
KitaLulus will support your hiring needs by

Providing **2 FREE QUALIFIED** Profiles

Create your legacy and impact like the rest of 350.000+ Companies using KitaLulus





Let's Connect!

Technology didn't take over HR.
It took away the work that was never strategic
to begin with

We stopped being the busiest team in the
company and became one of
the most impactful

That's how we
eliminate our fatigue and plant our legacy

So what's yours?



It isn't about choosing **tech and empathy**.
It's about **using tech** to **protect empathy**

A blue-tinted background image showing a group of business professionals in an office setting, celebrating with their arms raised and fists clenched in a gesture of triumph. The image is semi-transparent, allowing the text to be clearly visible.

Strategy doesn't fail first. Execution does

I've seen strong strategies struggle.

Not because they are wrong,
but because **reality moved faster**