

A top-down view of various cacao products on a dark wooden surface. In the top left, a yellow bowl contains white powder. To its right, a pile of cacao beans is scattered. In the bottom left, a wooden bowl holds dark cacao powder. Below it, another wooden bowl contains white powder. The bottom right features a large green cacao leaf with several beans resting on it, and two cacao pods with yellow and brown mottled patterns. The Zoho Recruit logo is centered in the upper half of the image.

**ZOH**o Recruit

# IN FOCUS: AH CACAO

[zoho.com/recruit](https://zoho.com/recruit)

# AH CACAO HELPS CONSERVE WILDLIFE WHILE EXPANDING WORLDWIDE

Cocoa is in higher demand than ever, but it also faces complex and interconnected issues. It's estimated that three million tons of cocoa beans are consumed annually worldwide. While global demand continues to rise (in part due to the increasing demand for global markets and their interest in sweets), there's a concern that the world could soon run out of chocolate.

Ah Cacao is a Mexican chocolate and coffee producer that operates many chocolate-café stores. Founded in Playa del Carmen, Mexico in 2004, their organic offerings include fine-flavor cacao (chocolate), coffee, and vanilla, all direct from the plantations. The majority of their products are produced by hand in solar-powered chocolate workshops in Playa del Carmen in the Mexican Caribbean.





The heavenly taste of Ah Cacao Real Chocolate comes from the most beautiful Mexican cacao and natural ingredients—a taste sensation that’s great for both the body and the mind. But that’s not all—Ah Cacao does more than just serve its customers delicious coffee and chocolates. The team at Ah Cacao gives more than they take.

They are a strong supporter of sustainable wildlife conservation, and since their inception, they have been constantly creating initiatives to reduce the impact humans make on Earth.

They've partnered with Conservación Internacional Mexico to help farmers grow cocoa beans using sustainable practices and have been reducing the human footprint on our planet by avoiding air conditioning in their offices, switching totally to LED lighting, using solar panels on the rooftop of all their facilities, and promoting the use of reusable bags. This got them recognized as a “socially responsible company” by the Mexican Center of Philanthropy.

# HIRING HURDLES

As the most basic tool for online discussions, the email inbox is where most interactions with candidates begin. So it's easy to see why many companies, including Ah Cacao, use email to share information and communicate with candidates. Spreadsheets become their fallback system for logging candidate data for similar reasons. Installed by default on most business computers, it's familiar, provides form and structure, and is right there.

Both email and Excel touch on crucial aspects of hiring—communicating and creating a candidate database. But neither were designed with recruitment in mind.

**“ The problem with this approach was that the candidate information was quite hard to read in a spreadsheet due to all the scrolling. This also made replying to candidates and keeping track of their status laborious and error-prone.**

**Sandra Garcia**, Recruitment Manager, Ah Cacao

Before Zoho Recruit, the team at Ah Cacao faced many challenges when trying to manage recruitment with online forms and spreadsheets. One of the major hurdles was communication.

It can be overwhelming at times to keep in constant communication with each candidate when juggling multiple job orders with several candidates. However, to be successful in recruiting, it's crucial that recruiters and their candidates are on the same page. This massively helps in building stronger relationships.

Another barrier that Ah Cacao faced was organizing their candidates by job statuses and managing their photographs—the latter of which is near impossible with a spreadsheet.



# USING TECHNOLOGY TO ELEVATE RECRUITMENT

Enter Zoho Recruit, which Ah Cacao has come to trust completely to manage its hiring process. Sandra Garcia, the company's recruitment manager, and her team instantly liked Zoho Recruit and the functionality the system provided.

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**Zoho Recruit has made the recruiting process much more streamlined and automated. Now, we receive an application, and, with a few clicks, we can reply to the candidate and update his or her status. This saves us a lot of time and allows us to be more responsive to the candidates, which improves our image as a company.**

Sandra Garcia, Recruitment Manager, Ah Cacao

# HERE'S WHAT THEY LOVE:

## Saving time

Zoho Recruit gave them a simple yet powerful recruitment platform. With all the info they need in a single place, they were able to cut down on a lot of unproductive administration time.

## Ease of use

Applying for open positions was a severe obstacle for candidates, as the team in Mexico had no automated process in place. Zoho Recruit helped them streamline their application process—which is entirely customizable in Recruit—from start to finish.

## Effortlessly managing data

Zoho's applicant tracking system helps recruiters grant access to groups based on the characteristic of the accounts. This way, note keeping and data sharing inside the group is seamless.



# ABOUT ZOHO RECRUIT

Zoho Recruit is all about building great teams and hiring the best talent without breaking a sweat. Our all-in-one applicant tracking system helps teams of all sizes source, track, and hire candidates.

Zoho Recruit has been an unparalleled champion in many software categories for two years and running.



[zoho.com/recruit](https://zoho.com/recruit)