

Retail

The Tech Behind 4,000 Stores: How 7-Eleven Philippines Scaled Quality and Execution with Lark

7-Eleven Philippines runs over 4,000 stores with 5,000+ employees, where consistency and speed define success. By moving beyond fragmented tools, the company built a unified system on Lark—turning quality checks, approvals, and updates into real-time processes. The result: a scalable model of precision retail, ready for future growth.

**Francis Medina**

Operations Division Director, Philippine Seven Corporation

To be the best retailer of convenience for the Philippines, we need to move with speed, clarity, and unity. At Philippine Seven Corporation, we hold ourselves to high standards of teamwork, reliability, and customer focus—and that means eliminating delays, closing gaps, and working as one. Partnering with Lark is helping us connect teams faster, cut down delays, and create conditions for better decisions every day. It's a critical step toward building a more responsive, data-driven organization that delivers on what we promise—both to our people and to our customers.

**Company Profile**

Philippine Seven Corporation (7-Eleven Philippines) is the exclusive licensee of 7-Eleven in the country, operating more than 4,000 stores nationwide through a mix of company-owned and franchised outlets. Headquartered in Mandaluyong and employing over 5,000 people, the company continues to expand its footprint with the mission of being the leading retailer of convenience in emerging markets.

Industry	Company Size	Location
Retail	5,000+	Philippines

Introduction

Philippine Seven Corporation (7-Eleven Philippines), the exclusive licensee of 7-Eleven in the Philippines, manages over 4,000 stores across the country. With a workforce of 5000+ employees, 7-Eleven Philippines must coordinate daily operations across thousands of locations while maintaining speed, consistency, and quality.

The company previously relied on a patchwork of tools to manage growth. These tools created silos, slowed execution, and limited visibility. As 7-Eleven Philippines expanded, so did operational complexity.

7-Eleven Philippines turned to Lark to unify its workflows and scale more effectively.

Scaling standards at scale

As the operator of both company-owned and franchised stores, 7-Eleven Philippines carries a formidable mandate: to uphold consistent quality and operational excellence across more than 4,000 locations. While the core HQ possesses deep operational expertise and best practices, not all stores fall under direct management. Many are franchises. The challenge? How do you scale standards without direct and constant control?

7-Eleven Philippines's answer lies in a dedicated Quality Visit Team, tasked with visiting stores, coaching managers and franchisees, and driving improvements in day-to-day execution. Their mandate goes beyond compliance—they focus on strategic planning, tactical alignment, and customer experience. Each visit includes structured scoring based on whether stores meet 7-Eleven Philippines's operational benchmarks.

Before Lark

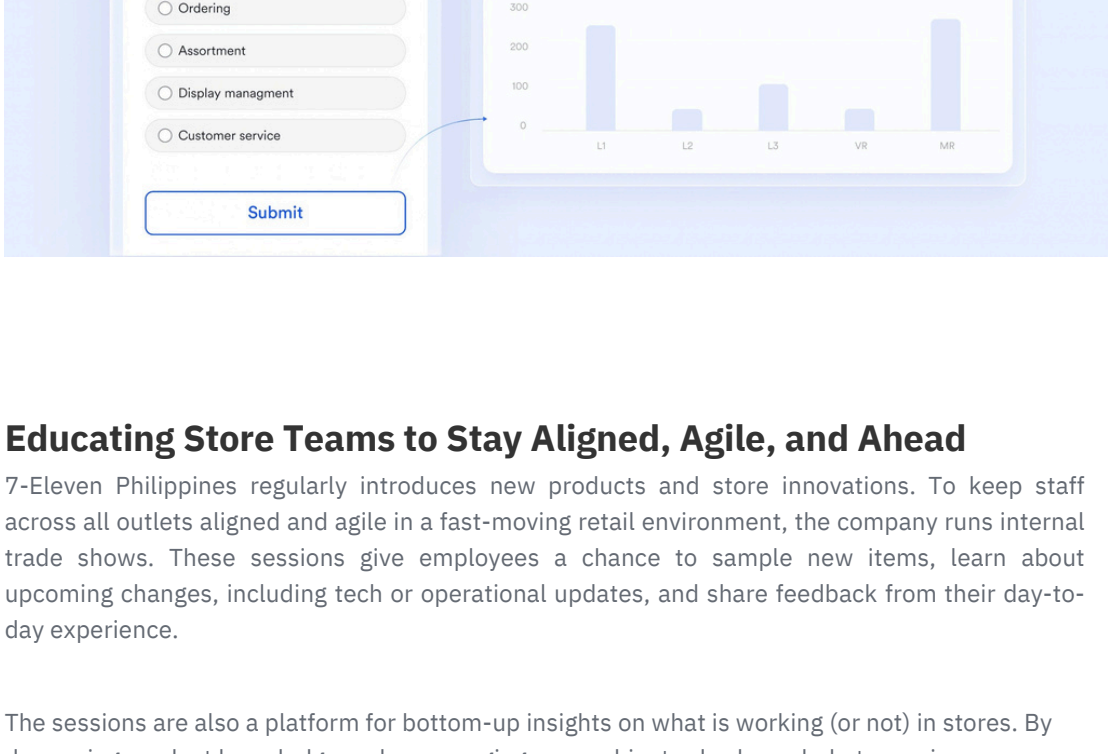
Operation Field Consultants rely on spreadsheets for quality visit reports, making it hard to track follow-ups or verify if promised improvements were made. Without real-time visibility, Headquarters struggles to monitor compliance and ability to act quickly on critical insights.

After Lark

7-Eleven Philippines unified the entire process through Lark Base. Operation Field Consultants now log Quality Visits using their mobile devices, capturing data on the spot.

Submissions feed directly into real-time dashboards and visualizations. Store scores are auto-computed into summary reports, giving leaders real-time visibility into on-the-ground performance and insights.

This shift didn't just improve reporting—it created a scalable system to propagate HQ-level standards across every store, regardless of ownership model.

**Educating Store Teams to Stay Aligned, Agile, and Ahead**

7-Eleven Philippines regularly introduces new products and store innovations. To keep staff across all outlets aligned and agile in a fast-moving retail environment, the company runs internal trade shows. These sessions give employees a chance to sample new items, learn about upcoming changes, including tech or operational updates, and share feedback from their day-to-day experience.

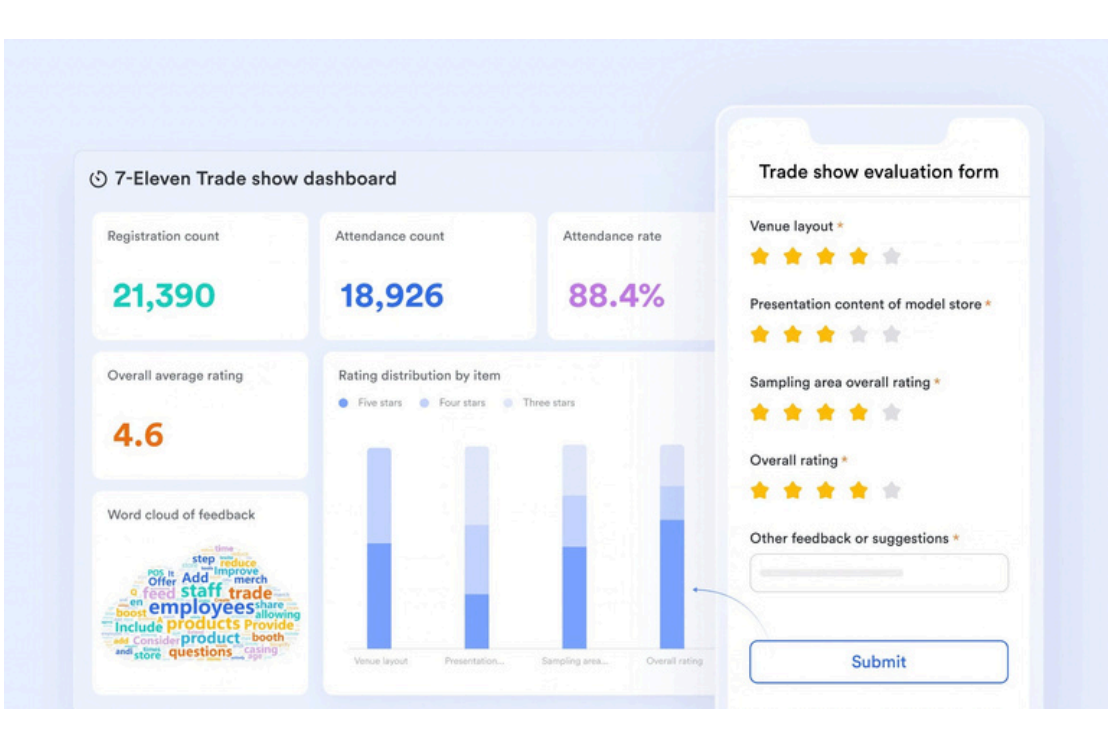
The sessions are also a platform for bottom-up insights on what is working (or not) in stores. By deepening product knowledge and encouraging ownership, trade shows help teams improve how they merchandise and recommend products—leading to stronger store performance overall.

Before Lark

The marketing team managed registration, attendance, and feedback manually. Disconnected tools and spreadsheets slowed down reporting and reduced accuracy.

After Lark

7-Eleven Philippines used Lark Forms and Base to handle the entire event. Teams tracked registrations, collected feedback, and visualized participation metrics instantly. What was once fragmented now runs on a single, integrated platform.

**Managing personnel change at scale**

New store activation and store personnel turnover—especially among store managers—is frequent. Each change impacts key workflows such as approvals, handovers, and escalations, requiring timely updates to maintain operational continuity.

Before Lark

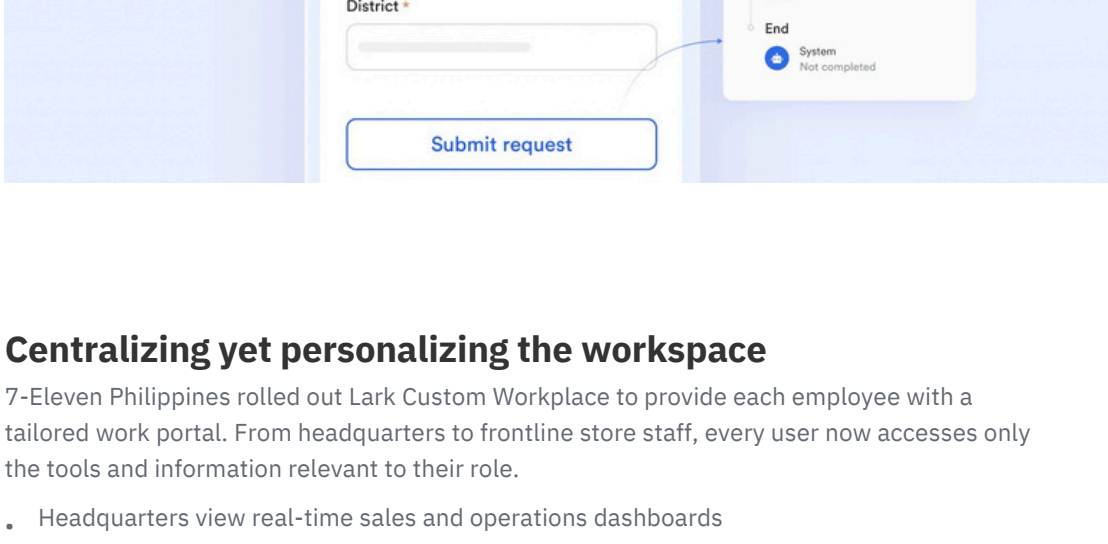
New store activation and personnel change requests and approvals were managed over email, while the store personnel database lived in offline spreadsheets shared with the team once a month. This fragmented setup meant updates weren't always timely or consistent, making it hard for teams to stay aligned, especially during transitions.

After Lark

An Operation Field Consultant initiates a request using the Base Form QR Code, which instantly triggers an approval workflow and alerts the right decision-makers.

Once approved, the system automatically updates the store personnel database. What once took 30 days now takes just 1—a 97% improvement in turnaround time.

"With Lark, we automated complex workflows without writing a single line of code," said **Arvin Reyes**, Head of Information Technology Division, 7-Eleven Philippines. "It's secure, mobile, and built for how we work today."

**Centralizing yet personalizing the workspace**

7-Eleven Philippines rolled out Lark Custom Workplace to provide each employee with a tailored work portal. From headquarters to frontline store staff, every user now accesses only the tools and information relevant to their role.

- Headquarters view real-time sales and operations dashboards
- Store teams see only the tasks and tools relevant to execution
- Everyone gets a clear, focused workspace—without distractions

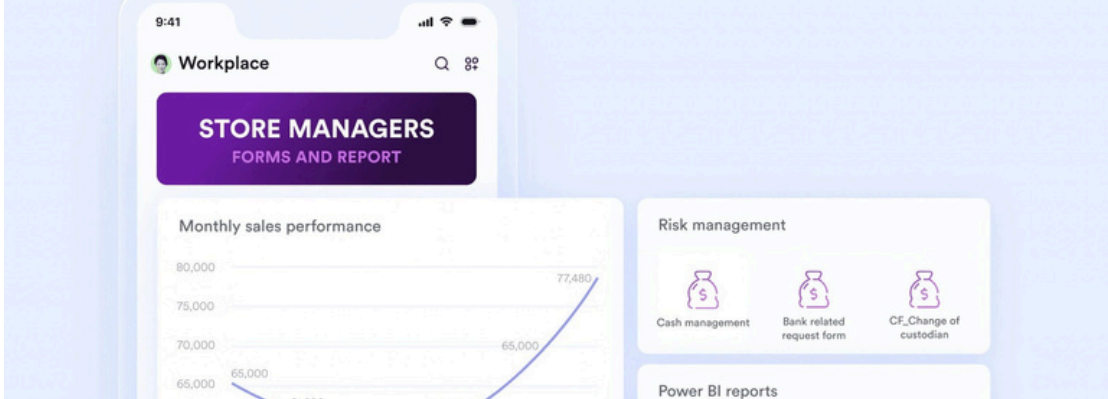
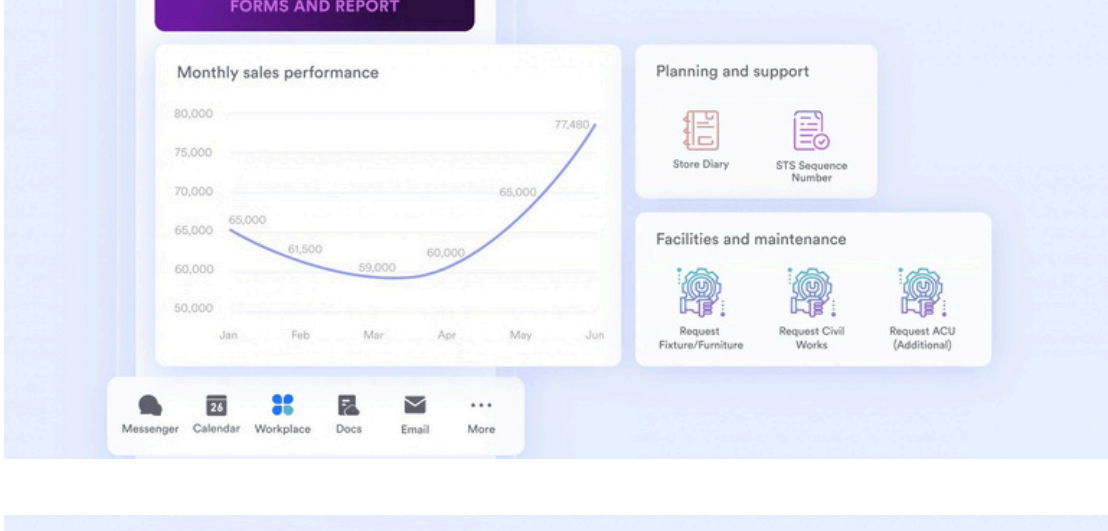
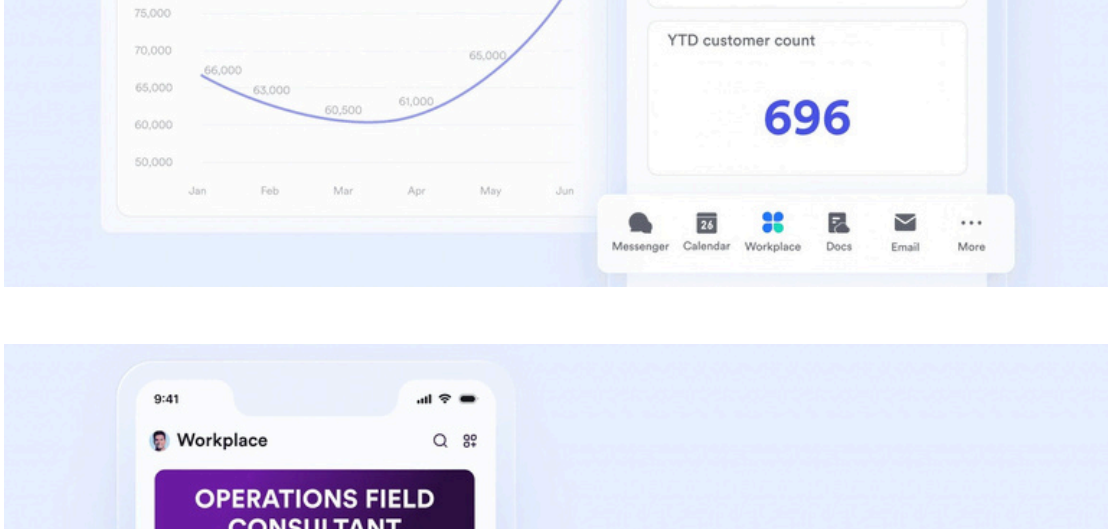
Before Lark

Teams organized information across countless spreadsheets and folders, wasting time searching for information. The user-interface felt impersonal, depriving the team of a way to feel connected while being productive at the workplace.

After Lark

Store managers, operation field consultants, and headquarters each log into personalized dashboards: executives track high-level sales and head operations metrics, while field managers access mobile-optimized forms and dashboards on the go.

Tools like Lark Wiki support onboarding and process management, while in-platform features like Lark Moments help foster team camaraderie and culture.

**Conclusion: Scaling 4,000 stores without slowing down**

With over 4,000 stores to manage, 7-Eleven Philippines needed more than tools—it needed precision, speed, and scale embedded into daily operations.

Lark delivered.

7-Eleven Philippines not only digitized with Lark; it accelerated. It automated approvals, improved visibility, personalized workspaces, and reduced operational delays across 4,000+ stores.

As Francis Medina, Operations Division Director best put it: "To be the best retailer of convenience for the Philippines, we need to move with speed, clarity, and unity. Partnering with Lark helps us eliminate delays, close gaps, and make better decisions—faster. It's a critical step in helping a more responsive, data-driven organization that delivers on our promise to both people and customers."