Bimbo QSR | Achieving Next Level Occupational Safety Performance

GRUPO BIMBO

COMPANY BACKGROUND

Grupo Bimbo S.A.B. de C.V. is a global Mexico-based CPG company and the largest bakery in the world, with approximately $15.6 billion in revenue and a presence in more than 30 countries.

"Building a sustainable, highly productive and deeply humane company" is at the heart of its people and global company philosophy.

» Employee well-being drove the need to standardize the safety program across its Bimbo QSR business of 20 plants in 10 countries.

» Parsable provided critical insights and actionable data into workplace safety as part of a holistic upgrade of Bimbo QSR's occupational safety program.

THE CHALLENGE

Didier Moreles, VP of Global Operations, Gerardo Gordillo, Global Director of Human Resources and Luz Alanis, Corporate Operations Manager, saw a lack of standardization across critical components of Bimbo QSR's safety program, such as:

» Safety Incident Investigations to identify potential hazards and corrective actions.

» Safety Observations to identify and provide feedback on the presence of unsafe actions or conditions in the work area.

» Good Safety Processes to guide the collection and analysis of safety data across plants.

The team noted an opportunity to improve safety performance by generating more insight into the safety program by standardizing operational procedures. Didier was familiar with Parsable Connected Worker® as it was already being used successfully in the Manufacturing side of the Bimbo QSR business in a project led by Luz Alnis, and wanted to put this technology to work for safety.

"An important part of our sustainability strategy is 'Caring for Our People,' and Parsable is one of the tools that helps us achieve better safety performance while supporting a good working environment."

Gerardo Gordillo
Global Director of HR

"Digitizing safety program components using Parsable and analyzing the resulting data has enabled us to make changes proactively before workplace incidents happen."

Didier Moleres
VP of Global Operations

FROM CONCEPT TO IMPLEMENTATION IN 8 WEEKS

» Best practices SOPs for conducting both Safety Incident Investigations and Safety Observations were standardized and digitized in Parsable, then distributed to bakeries around the world in 8 languages and within 8 weeks.

» Data captured by associates on the bakery floor using Parsable-powered dashboards provided leadership with real-time visibility into safety performance at enterprise-wide, regional, and facility-specific levels.

Implementation Challenge: How to get agile implementation of standardized safety program components in a multilingual environment.

Best Practice: Faced with the need to translate instructions across 10 countries spanning 8 languages, Grupo Bimbo QSR conducted virtual workshops to engage native language speakers to ensure accurate translation of specific safety terminology in the new and standardized digital procedures.

THE BENEFITS OF CONNECTED WORKERS AND DIGITIZED DATA

Better, More Efficient Safety Incident Investigation

Grupo Bimbo QSR used Parsable not only to support Safety Incident Investigations, but also for root cause analysis and action plan development and tracking.

» Embedded deadlines for associates to report an incident (24 hours), complete the investigation (72 hours), and complete the action plan, using a traffic light color system to track early, overdue, and late closures.

» Listed manufacturing location options in Parsable in the order found in the manufacturing process sequence to reduce the time spent scrolling through options.
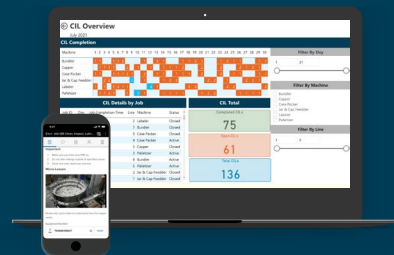
More Value from Safety Observations

Grupo Bimbo QSR used Parsable to roll out the standardized Safety Observations procedure across the business, helping to:

» Better utilize data collected to distinguish between business-wide gaps or facility-specific issues.

» Unlock the power of safety observations in different safety categories sorted by region, county, facility, month, year.

Bimbo QSR's improved safety performance is ultimately due to a number of factors supported by Parsable, including:

» Standardization of good safety processes

» Collection and analysis of relevant data

» Robust system of root cause analyses and completion of corrective actions

Get New Data Today

Tap into powerful frontline work activity data and get new insights into the variables that are impacting your operations.

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