

#### **GRUPO BIMBO:**

# Achieving Thousands in Cost-Savings Through the Digitization of Safety Programs

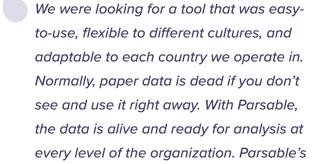
## Identifying Costly Inaccuracies Within Delivery Operations

Didier Moleres (VP, Global Operations) knew there was an opportunity for cost-saving improvements within their subsidiary, El Globo Bakeries. After introducing third-party delivery platforms, they were spending thousands on remedying customer complaints.

Moleres knew that they needed to identify the source of the complaints and gain a full picture of where they were losing revenue. However, their paper-based systems could not provide the critical and actionable insights needed, such as:

- Visibility into the journey between production, handoff, and delivery
- Sources of errors such as mismatched orders or damaged products
- Identification of costly inefficiencies, such as production errors and waste

- Global Mexico-based CPG company and the largest bakery in the world
- Presence in more than **30 countries**, including El Globo Bakeries
- \$15.6 billion in revenue
- Philosophy: "Building a sustainable, productive, and deeply human company"



Connected Worker® platform has been a tremendous success for us."



**Didier Moreles** VP of Global Operations, Grupo Bimbo





## 66

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

- Didier Moleres



#### See Parsable in Action

See for yourself how a connected workforce provides greater insights and efficiencies that can transform your operations.

Schedule a Demo

### Optimizing Performance and Efficiency in 8 Weeks

The Process

The Outcome

Grupo Bimbo and El Globo relied on Parsable to help them integrate and adopt Connected Worker into their processes so they could:

#### **Digitize Their Operations**

El Globo used Parsable to digitize their frontline operations and move their processes from paper to Parsable's Connected Worker® platform, making the processes available on tablet and mobile, for both online and offline use.

#### **Identify Frontline Inaccuracies**

Through Connected Worker® dashboards, El Globo leaders were able to cross-check logistics data and confirm where the errors occurred within production to handoff.

#### **Implement Accurate Processes**

Now with greater visibility, Grupo Bimbo eliminated gaps in logistics data such as mismatched orders or waste due to damaged deliveries.

## Translating Transparency and Deeper Visibility into ROI

#### **Improved Customer Satisfaction**

With increased visibility into the end-to-end journey, Grupo Bimbo leaders were able to **reduce customer complaints by 50**% and save thousands that year.

#### **Greater Accuracy and Efficiency**

By leveraging real-time operational data captured by digitized frontline processes, Grupo Bimbo was able to pass off deliveryrelated losses to the responsible parties.

#### Connected, Empowered Communication

Bringing El Globo operational leaders into Connected Worker® has empowered real-time communication and positioned them to digitize their operations across 14 additional bakeries, presenting a potential savings of over \$100K each year.

