



GRUPO BIMBO: Elevating Safety Standards and Well-Being Through Digitization and Connectivity

The Challenge

Implementing Higher Safety Standards Across 20 Plants in 10 Countries

As VP of Global Operations, Didier Moreles knew that better safety performance was integral to successfully upgrading Grupo Bimbo's QSR safety program.

He also knew that implementing organization-wide change simply wasn't possible with their current systems, as they were unable to provide access and control over key insights such as:

- Safety incidents and investigations to identify trends in risks across the organization
- Progress of best practice SOP implementation
- Real-time visibility and data into safety performance

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

“We were looking for a tool that was easy-to-use, flexible to different cultures, and adaptable to each country we operate in. Normally, paper data is dead if you don't see and use it right away. With Parsable, the data is alive and ready for analysis at every level of the organization. Parsable's Connected Worker® platform has been a tremendous success for us.”



Didier Moreles VP of Global Operations, Grupo Bimbo





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“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



See Parsable in Action

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

[Schedule a Demo](#)

Gaining Visibility and Corrective Control Through Digitization

The Process

Grupo Bimbo relied on Parsable to help them digitize their processes and integrate adopt Connected Worker into their QSR safety program so they could:

Collect and Analyze Critical Safety Data

With newly digitized safety program components, Grupo Bimbo was able to make proactive decisions to prevent workplace incidents.

Develop and Apply Corrective Actions in Real-Time

Through full visibility and connectivity, operations leaders pushed organization-wide revisions and updates to safety policies and SOPs.

Engage and Train Employees in 8 Different Languages

Using Connected Worker®, Grupo Bimbo effectively distributed and conducted virtual workshops across 10 countries in 8 different languages. Issues such as safety Incidents and safety observations were addressed and Grupo Bimbo was able to create leaner, more efficient processes.

Transforming How Grupo Bimbo Cares for Their People

The Outcome

Scalable Standardization of Safety Procedures

With Connected Worker®, Grupo Bimbo rolled out standardized safety procedures to 20 plants in 10 different countries in just 8 weeks.

Full Operational Insight and Control

By leveraging Connected Worker®’s robust system and dashboards, operations leaders were able to quickly guide enterprise, regional, and facility levels.

Greater Employee Safety and Well-Being

Through Connected Worker®, Grupo Bimbo was able to uplevel their work environments and create better, safer conditions for their employees.

