



GRUPO BIMBO:

Transforming Operational Transparency into ROI by Digitizing Critical Procedures

The Challenge

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”

“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





Optimizing Performance and Efficiency in 8 Weeks

The Process

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.

The Outcome

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 delivery-related 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**.

- ✓ **Faster time to insight for improved accuracy**
- ✓ **Reduction in customer complaints caused by errors**
- ✓ **Real-time communication enabled globally through dynamic procedures**



See Parsable in Action

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

[Schedule a Demo](#)

