runa

CUSTOMER PROFILE

liftit

Location:	MX, BR, CL, CO, EC
Employees	250 employees
Industry:	Logistics
Customer since:	November 2018
Website:	https://liftit.co

See profile

About Liftit

Liftit is a technology company focused on transportation and logistics solutions in Latin America, with operations in Colombia, Brazil, Chile, Ecuador, and Mexico. Its work is built around a very practical promise: help companies move goods better, faster, and with more control. That means using technology to optimize routes, monitor deliveries, and manage teams in a way that actually fits the pace of logistics. And logistics, as anyone in the industry knows, does not exactly move at the speed of a sleepy turtle. It moves fast. Sometimes too fast. Sometimes like a truck, a driver, a client, and a traffic jam all decided to have a meeting at the same time. The company has grown quickly, and its recent Series B investment round shows that clearly. Liftit raised $22.5 million on July 8, which reflects the confidence behind its model and its expansion plans.

What challenges were they facing in payroll and Human Resources management?

Liftit was dealing with several challenges at the same time. Information was scattered. Payroll calculation and stamping were not as simple as the team needed them to be. Incidents had to be managed carefully. User roles needed control. Tax compliance had to be handled on time and without mistakes. And on top of that, the company needed to track staff attendance and process payments without adding more work to the administrators.











In other words, it was not one problem. It was a whole little parade of problems, each one holding a clipboard. For a logistics company, this kind of friction can hurt quickly. Payroll and attendance are not separate from the operation. They are part of it. If a shift is not recorded correctly, if an incident is missed, or if a payroll movement is delayed, the impact can move through the team fast. People need clarity.

> **The flexibility and speed that Runa gives us make us confident that every payment and every movement is executed correctly, no matter where we are.**
>
> *- Emilio Ramírez, Country Manager México*

How has Runa transformed their internal operation?

With Runa, Liftit brought payroll and Human Resources management into a single platform. That changed the daily operation in a very direct way. The company can now process payments, record incidents in one place, calculate and stamp payroll, and manage user roles with more control. Instead of jumping between separate processes or trying to make scattered information behave, the team has a clearer way to manage what is happening. In logistics terms, it is like finally seeing the full route instead of guessing where the truck went because someone forgot to update the map. The attendance control app also became an important piece of the process. It allows Liftit to monitor schedule compliance without depending so much on manual tracking.

That matters in a business where timing is everything. Attendance is not just an HR detail. It connects to staffing, planning, payroll, and service quality. If attendance information is unclear, the rest of the process can get messy quickly. Runa helped make that part easier to control.

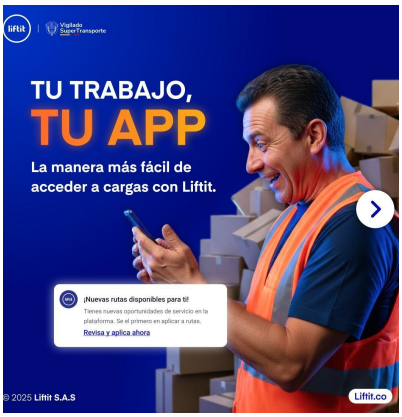
> **For a logistics company operating in five countries, we needed a platform that would not only help us manage payroll, but also give us full control over attendance and incidents quickly and reliably.**
>
> *- Emilio Ramírez, Country Manager México*

Why did they choose Runa as their strategic ally?

Liftit chose Runa because the platform matched what the company actually needed: adaptability, flexibility, and ease of use. The team was not looking for a tool that looked impressive in a demo but became confusing during real work. They needed something practical. Something that could automate complex processes, centralize critical information, and give full visibility into payroll and Human Resources operations. In a company where movement is the whole business, internal tools also need to move well. Otherwise, it is like putting square wheels on a delivery truck and calling it innovation. Runa helped Liftit manage payroll, attendance, incidents, and payments with more order and less friction.











See public reviews on Runa

4.9/5.0	4.9/5.0	4.9/5.0
★★★★★	★★★★★	★★★★★
CAPTERRA	SOFTWARE ADVICE	G2
See reviews	See reviews	See reviews

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