runa

CUSTOMER PROFILE

zubale

Location:	MX, CO, PE, CL
Employees	600 employees
Industry:	Retail
Customer since:	September 2019
Website:	https://www.zubale.com/

See profile

About Zubale

Zubale is a technology company that helps retailers across Latin America improve in store execution through a network of independent contractors connected through its platform. From inventory replenishment and price verification to merchandising and display execution, the company enables retailers to complete critical operational tasks efficiently while reducing costs and improving productivity. As the business expanded across multiple countries, its operational model became increasingly sophisticated. Managing talent, payments, and administrative processes across different markets required a level of structure that could support growth without creating unnecessary complexity.

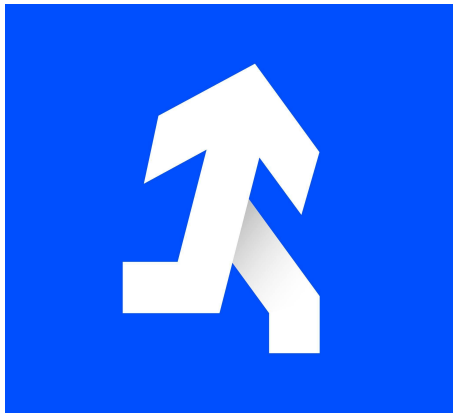
What were the main challenges in payroll management?

As Zubale expanded its presence across Latin America, payroll administration became significantly more complex. The company needed to manage a growing workforce while navigating different legal requirements, compensation structures, and administrative processes in multiple countries. Keeping employee information updated and ensuring that payroll calculations remained accurate across different jurisdictions required a considerable amount of time and coordination.











The lack of centralized visibility made it difficult to monitor processes efficiently, identify potential issues, and generate reliable information when needed. Auditing payroll data and validating calculations often required additional manual effort, increasing the workload for the Human Resources team. As the company continued to grow, it became clear that relying on fragmented processes would eventually limit scalability and create unnecessary operational risk.

> **Having all information centralized gives us much greater operational peace of mind.**
>
> *— Claudia Lucero, Payroll Specialist.*

How has Runa impacted their daily operation?

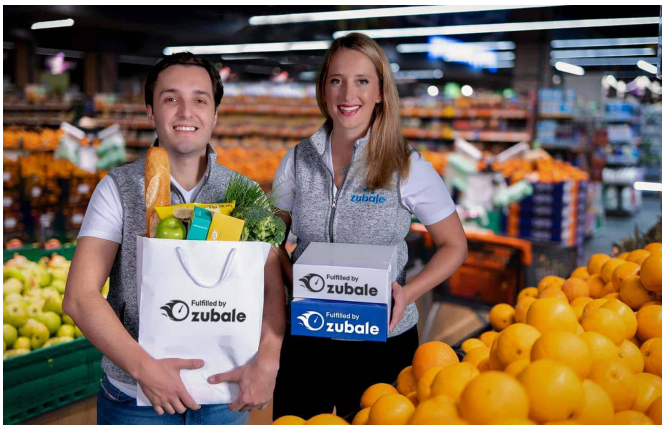
Since implementing Runa, Zubale has transformed the way payroll and Human Resources processes are managed throughout the organization. All employee information is now centralized within a single platform, providing immediate access to accurate and updated data without the need to manage multiple spreadsheets, emails, or disconnected systems. This centralization has significantly improved operational efficiency by reducing administrative work and eliminating many of the manual validations that previously consumed valuable time. Payroll processes have become faster, more reliable, and easier to manage, even as the company continues to expand across different countries. The team can now generate reports more efficiently, respond quickly to employee requests, and maintain greater visibility over payroll operations at all times. This increased level of control has also improved confidence throughout the organization, ensuring that payments are processed accurately and delivered on time.

> **Runa became a key ally for our regional operation. It gave us structure, clarity, and the confidence that payroll can grow at the same pace as our team without complications.**
>
> *— Claudia Lucero, Payroll Specialist*

What led them to choose Runa as their technology ally?

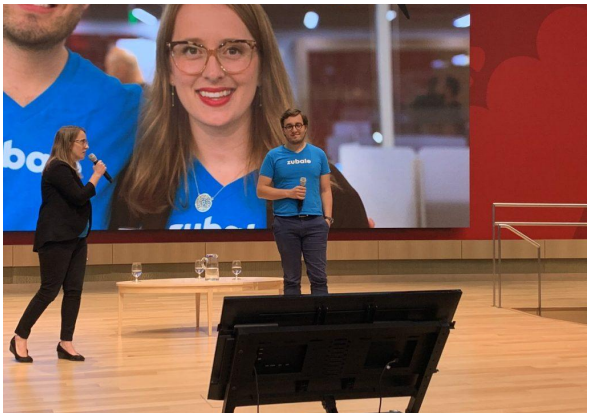
Zubale was looking for a solution that could adapt to its operational model rather than forcing the company to redesign existing processes. Flexibility was essential because of the complexity involved in managing payroll and employee information across multiple countries. Runa stood out because it combined ease of use, scalability, and strong operational capabilities within a single platform. The company needed a system that could support continued growth without adding unnecessary complexity for the team. Beyond the technology itself, the quality of support played a major role in the decision. The Runa team worked closely with Zubale throughout the implementation process and provided guidance tailored to the company’s unique needs.

zubale









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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