



**Location:** MX  
**Employees** 46 employees  
**Industry:** Food  
**Customer since:** September 2020  
**Website:** [www.heartbest.com.mx](http://www.heartbest.com.mx)

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## About Heartbest Foods

Founded in 2017, Heartbest Foods was created with a clear purpose: to transform the food industry through healthy, sustainable, and accessible plant based products. From the beginning, the company focused on ingredients such as amaranth, peas, and quinoa to develop alternatives including plant based milks, cheeses, and spreads that align with changing consumer preferences and a growing awareness around health, sustainability, and animal welfare. The company was founded by Aniceto and Aldo, a father and son team who combined experience, vision, and a commitment to building a brand capable of generating meaningful impact. As Heartbest continued to grow, that same commitment to quality extended beyond products and into the way the company managed its people and internal operations.

## What challenges were they facing when managing team payments?

One of the most important operational changes for Heartbest came when the company decided to move away from third party payroll administration and bring payroll management in house. This transition required building a process that could be efficient, accurate, and transparent while ensuring a smooth experience for employees. The objective was not simply to change systems, but to create a stronger foundation capable of supporting future growth.



At the time, many payroll related activities still relied on manual processes. These workflows consumed valuable time, created unnecessary complexity, and increased the possibility of errors. As the company expanded, it became clear that existing processes were no longer sufficient to support a growing organization. The team needed a solution that could centralize information, simplify execution, and provide greater visibility into every stage of payroll management.

**“It gave us great peace of mind to know that we are not alone; there is always someone supporting us and explaining each step clearly.**

*- Erika Guzmán, RH manager*

### **In what areas has Runa strengthened their People operation?**

The implementation of Runa transformed the way Heartbest manages payroll and People related processes. By centralizing information within a single platform, the company was able to automate tasks that previously required hours of manual work, significantly improving efficiency and reducing administrative complexity. The platform provided complete visibility across payroll cycles, making it easier for the team to manage employee information, process payments, and maintain accurate records while reducing dependency on manual workflows. One particularly valuable improvement was the simplified management of IMSS related processes, which reduced the number of steps required to complete important administrative tasks. Beyond the technology itself, Heartbest also benefited from Runa's ongoing support and guidance throughout the implementation process. As Erika Guzmán explains, “It gave us great peace of mind to know that we are not alone; there is always someone supporting us and explaining each step clearly.” Employees also experienced meaningful improvements. Through self service functionality, team members can now access payroll receipts, request vacations, and update personal information directly through the platform without relying on emails or administrative intermediaries.

**“Taking the step toward in house payroll involved many challenges: doing it quickly, without errors, and with complete clarity for our team. Runa was key to achieving an orderly, reliable, and well supported transition.**

*- Erika Guzmán, RH manager*

### **Why was Runa the tool chosen by Heartbest Foods?**

For Heartbest Foods, choosing Runa was about more than implementing software. The company needed a partner that could understand its culture, support its growth, and provide both technological capabilities and human guidance throughout the transition. Trust played a major role in the decision. The team was looking for a solution that could professionalize payroll operations while remaining accessible, flexible, and easy to use. Runa delivered a combination of automation, visibility, and personalized support that aligned closely with the company's values and operational needs. The platform not only simplified payroll administration but also helped strengthen an entire area of the business that had become increasingly important as the company expanded.



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4.9/5.0



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