runa

CUSTOMER PROFILE

Súper by Midoconline

Location:	MX
Employees	44 employees
Industry:	Insurance
Customer since:	July 2021
Website:	https://www.super.mx

See profile

About Súper Seguros

Súper Seguros was founded in 2019 with a mission to simplify access to insurance in Mexico through a fully digital experience. In an industry traditionally associated with paperwork, lengthy processes, and complex conditions, the company introduced a different approach based on simplicity, transparency, and speed. Customers can activate insurance directly from their mobile devices in just a few minutes, without unnecessary bureaucracy, deductibles, or hidden conditions. As a technology driven insurance company, digital efficiency is not only part of its product offering but also a core element of its culture. From the beginning, the team understood that delivering a seamless customer experience required equally efficient internal operations.

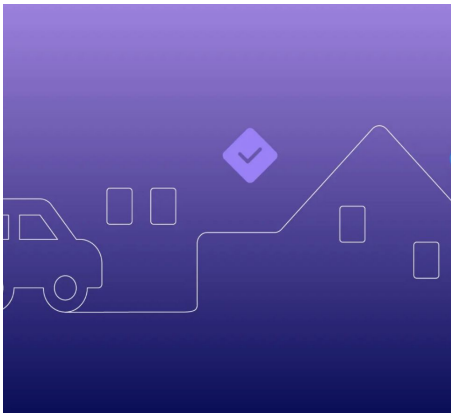
What challenges were they facing in payroll and Human Resources management?

Before implementing Runa, Súper Seguros managed employee information through disconnected and largely manual processes. Payroll data, vacation tracking, employee registrations, and terminations were not centralized, making administrative tasks more time consuming and increasing the possibility of errors. As the company continued to grow, these limitations became more noticeable.











Every payroll cycle required extensive reviews and validations to ensure calculations were accurate. Employee incidents and updates were handled separately, and vacation management lacked a consistent and reliable system. The result was a growing administrative burden that involved multiple spreadsheets, email exchanges, and manual follow ups. These inefficiencies consumed valuable time that could have been dedicated to more strategic Human Resources initiatives. For a company focused on providing a frictionless digital experience to customers, internal processes that created unnecessary complexity were becoming increasingly difficult to justify.

> **Today, we have full control of our payroll and can disburse it easily from the platform; that gives us peace of mind and allows us to operate much more efficiently.**
>
> — Sofía Galán, Human Resources

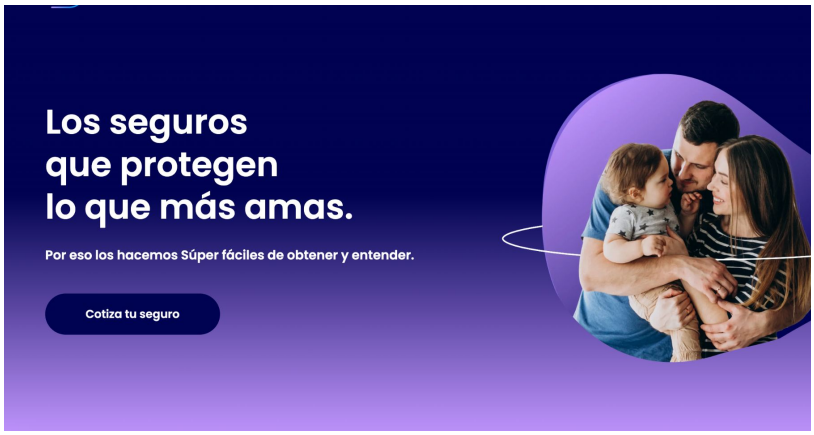
How has Runa impacted their internal operation?

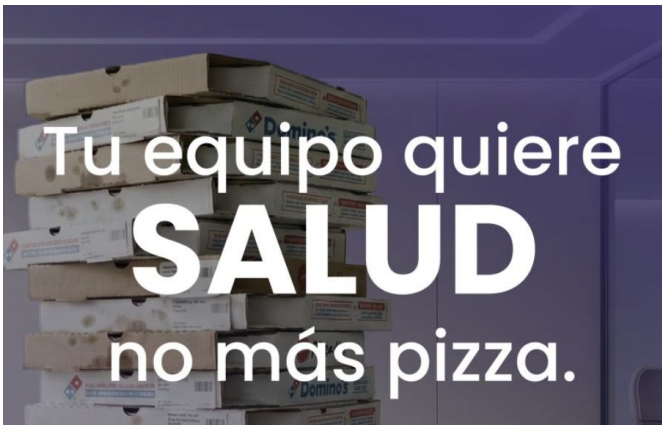
The implementation of Runa transformed the way Súper Seguros manages payroll and employee information. By consolidating payroll, vacation management, employee movements, and incidents into a single platform, the company established a much more structured and efficient process. Payroll calculations became automated, reducing the need for manual reviews and minimizing the possibility of errors. Employee registrations, terminations, and updates could now be managed through one centralized system, providing greater visibility and control for the Human Resources team. The ability to process payroll disbursements directly through the platform further streamlined operations and eliminated dependence on fragmented workflows. Beyond the operational improvements, the platform created a stronger sense of confidence within the organization. Payroll cycles became predictable, organized, and easier to manage, allowing the Human Resources team to focus more on supporting employees and driving business growth.

> **We did not have a clear or centralized administration of our employee information; that made key processes such as payroll and vacation inefficient.**
>
> — Sofía Galán, Recursos Humanos

Why did they choose Runa?

Súper Seguros selected Runa because it aligned naturally with the company's digital first mindset. The team was looking for a solution that combined simplicity, automation, and complete visibility into payroll and employee information. Rather than adopting a complex system that would require extensive training or cumbersome processes, they wanted a platform that could be implemented quickly and used intuitively from day one. Automated payroll calculations, integrated payment disbursement, and centralized employee management were key factors in the decision. Equally important was the ability to maintain full control over information while reducing operational workload. For a technology company that competes through efficiency and customer experience, having an internal platform that reflects those same values was essential.











See public reviews on Runa

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

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