

Félix

Location: MX
Employees 45 employees
Industry: Finance
Customer since: September 2023
Website: <https://www.felixpago.com>

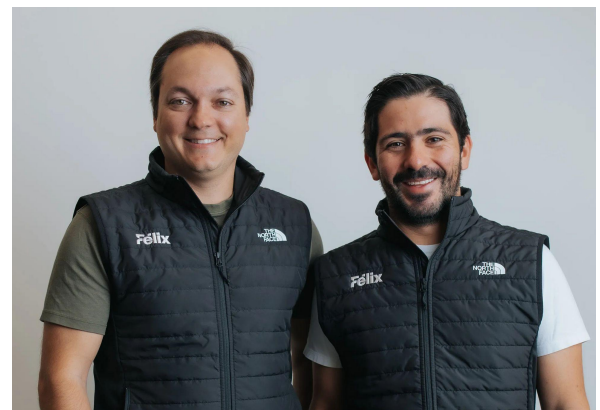
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About Felix Pago

Felix is the first fully conversational remittance service available through WhatsApp. Created specifically for Latino migrants in the United States, the platform allows users to send money to their families quickly, securely, and without the need to download additional applications or navigate complicated financial processes. Its approach is built around simplicity, accessibility, and a user experience that feels familiar from the very first interaction. From the beginning, the company has focused on removing technological barriers and making financial services easier to access for communities that are often underserved by traditional solutions. Rather than asking users to adapt to new tools, Felix designed its service around the platforms people already use every day. This vision has helped the company build a strong connection with its customers while creating a financial product that feels both practical and approachable.

What situation were they facing before using Runa for payroll?

Before implementing Runa, Felix managed payroll through largely manual processes that required significant effort from the team. Information was spread across different sources, visibility into critical data was limited, and administrative tasks were becoming increasingly difficult to manage as the company continued to scale.



Generating reports, tracking incidents, and maintaining accurate records often required additional work and manual follow up. This lack of centralization made it harder to access reliable information quickly and created unnecessary complexity in day to day operations. For a fintech company operating within a regulated environment, having fragmented information and limited visibility was becoming a growing concern. The company also needed greater support when it came to understanding and complying with Mexican labor and regulatory requirements. Managing payroll, employee information, and legal obligations requires precision, especially as organizations grow and add new team members.

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We had manual processes and little clarity; we needed a solution that would give us order and legal support from the start.

- Bernardo García, Co-Founder

What transformations have they noticed in their operation since using Runa?

Since adopting Runa, Felix has experienced a significant transformation in the way payroll and Human Resources processes are managed. Payroll administration became much more organized, transparent, and efficient, allowing the team to operate with greater confidence and far less manual effort. The platform automated the entire payroll process, including calculations, processing, and payroll stamping, reducing the need for repetitive administrative work while improving accuracy across every stage of the workflow. Information that was previously dispersed is now centralized within a single platform, making it easier to access data, generate reports, and maintain visibility over key processes. “Today, we have much greater peace of mind because we know that calculations, reports, and legal obligations are well covered,” says Bernardo García. This level of certainty has had a direct impact on daily operations. Instead of spending valuable time reviewing information manually or resolving administrative issues, the team can focus on initiatives that contribute directly to business growth and product development.

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Runa gave us the structure and support we needed to operate with peace of mind and focus on scaling the business.

- Bernardo García, Co-Founder

What convinced them to choose Runa as their partner?

The decision to work with Runa was driven by a combination of trust, scalability, and specialized support. Felix was looking for a partner that understood the realities of a fast growing startup and could provide a solution capable of supporting both current needs and future expansion. Runa's experience working with fintech companies operating in similar environments was particularly valuable. The platform's focus on automation, legal compliance, and operational efficiency aligned closely with what Felix needed to continue growing while maintaining control over its internal processes. The company also valued the simplicity of the platform and its ability to provide structure without creating unnecessary complexity.



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4.9/5.0



CAPTERRA

[See reviews](#)

4.9/5.0



SOFTWARE ADVICE

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4.9/5.0



G2

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