runa

CUSTOMER PROFILE

clupp

Location:	MX
Employees	180 employees
Industry:	Insurance
Customer since:	May 2022
Website:	clupp.com.mx

See profile

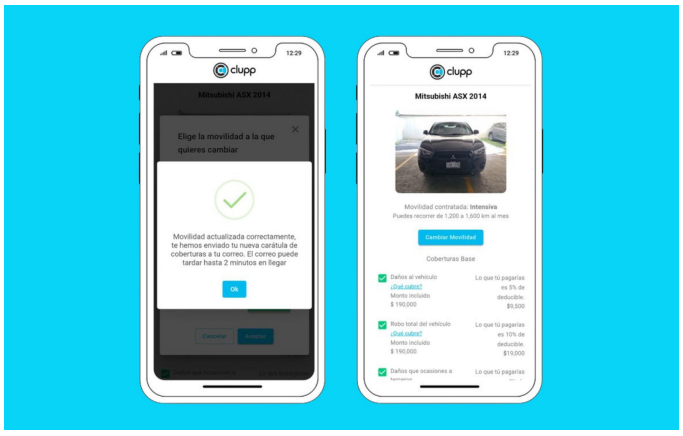
About Clupp

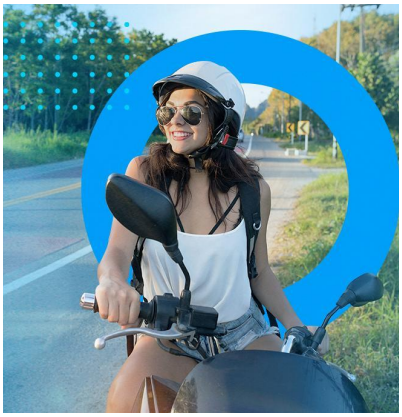
Clupp is the first pay per kilometer insurance company in Mexico, created with the idea of offering flexible insurance products that adapt to the actual usage of each person. Since its launch in 2020, the company has focused on building a different model within the insurance sector, providing coverage for cars, motorcycles, bicycles, scooters, mobile phones, and other personal devices while moving away from more traditional industry approaches. The company operates with a fully remote structure, bringing together a team distributed across different cities in Mexico and Argentina. This model has allowed Clupp to attract diverse talent and maintain a high level of agility as it grows. At the same time, managing a distributed workforce requires clear, reliable, and fully digital administrative processes that can support growth without creating unnecessary complexity.

What challenges were they facing with payroll?

Clupp's main challenge appeared when the company began expanding and made the decision to formally hire its collaborators as employees. Moving from a small team to a more structured organization meant dealing with payroll processes for the first time on a larger scale.











Suddenly, there were multiple variables to manage, including payroll calculations, payment disbursements, vacation tracking, legal compliance requirements, and the administration of sensitive employee information. For a team without extensive previous experience in payroll or Human Resources, this represented a significant learning curve. The process felt complex and difficult to navigate, creating concerns about making mistakes that could affect both the company and its employees.

> **We felt that payroll was a completely new world full of risks if we did not do it correctly.**
>
> *- Jorge Perales, Payroll & People Manager*

In what areas has Runa helped them?

Runa became a comprehensive solution for Clupp, allowing the company to centralize and automate all processes related to payroll and people management within a single platform. Today, the team can calculate and disburse payroll automatically, maintain accurate vacation records, manage employee benefits, and handle offboarding processes in a much more organized way. Instead of relying on separate tools or manual workflows, everything is managed from one place, creating greater visibility and operational control. The platform has also been particularly valuable when handling severance payments and final settlements, areas that often require precision and transparency. Having reliable calculations and clear information has provided confidence for both the company and its employees throughout these processes.

> **When we decided to formalize our team, payroll became a huge challenge. Runa gave us structure, clarity, and the peace of mind of knowing that we were doing things right from the start.**
>
> *- Jorge Perales, Payroll & People Manager*

Why did they choose Runa?

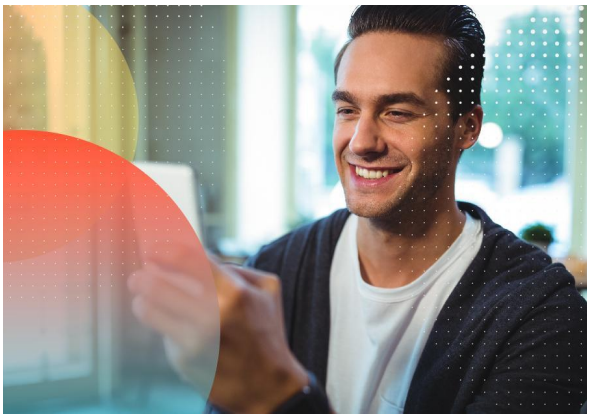
Clupp chose Runa because the platform offered much more than payroll calculation capabilities alone. Beyond automation, the company valued the simplicity of the user experience, the reliability of the support team, and the ability to implement employee benefits through the same platform. These elements created practical value not only for the Human Resources function but also for the broader employee experience. For a young company experiencing rapid growth and entering payroll management for the first time, it was important to find a solution that was accessible, easy to understand, and capable of growing alongside the business. Runa provided that combination of simplicity and scalability without adding unnecessary complexity. The platform helped Clupp formalize its internal processes from the beginning, provide certainty to employees, and establish a stronger operational foundation for future growth.











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4.9/5.0

★★★★★

CAPTERRA

See reviews

4.9/5.0

★★★★★

SOFTWARE ADVICE

See reviews

4.9/5.0

★★★★★

G2

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