



Location: MX
Employees 180 employees
Industry: Restaurants
Customer since: December 2025
Website: <https://helloworldkitty.cafe/>

[See profile](#)

About Hello Kitty Café

Hello Kitty Café is one of the most recognizable brands inside the Nice Like That restaurant group. And honestly, it is easy to see why. Since 2014, the group has been building dining experiences that feel like more than a meal. There is food, yes, but there is also design, nostalgia, pop culture, color, and that little spark that makes people pull out their phone before the first bite. The idea was never just to serve something pretty on a plate. It was to create places where people could feel something. A little joy. A little memory. A little “wait, I need a picture here” moment. Over the years, that idea grew into a real operation. Today, Hello Kitty Café runs with six locations, events happening at the same time, and guests who are not only looking for coffee or dessert. They are looking for an experience. That is beautiful, of course, but behind all the cute details, pink corners, themed menus, and happy customers, there is a lot of serious work going on.

What challenges were they facing with payroll management?

Like many companies in the restaurant industry, payroll was not a small side task for Hello Kitty Café. It was one of those processes that kept coming back with a new surprise every time. The internal team handled everything, from calculations to payment disbursement.



That meant long hours in Excel, last minute adjustments, shift reviews, and constant questions from staff about payment amounts, dates, and details. It was a lot. And in a restaurant operation, where everything moves fast and people are spread across shifts and locations, payroll can turn into a very stubborn octopus. “Accuracy was our biggest challenge,” explains Carolina. That makes complete sense. In this kind of business, one incorrectly recorded shift can create a problem. One missed incident can affect a payment.

“**Today, we know that every payroll is done correctly and on time, and that gives us peace of mind to focus on what really matters: continuing to create unique experiences for our customers.**

- Carolina Castellanos, Cofounder and Director at Nice Like That

How has Runa helped them in their processes?

With Runa, the payroll process changed in a very practical way. The team was able to automate calculations, receipt stamping, and payroll disbursement, which removed a major operational burden from the administrative area. Instead of worrying about whether payroll had already gone out, whether a final settlement had been calculated correctly, or whether one detail was hiding somewhere in a spreadsheet like a tiny villain, the team could manage the process from one place with more confidence. Information now flows through a single platform, with updated data and clear reports. That alone changed the rhythm of the work. Recording incidents, managing hires and terminations, and processing special payments became much easier to handle. Tasks that used to take hours can now be resolved much faster. For a business with multiple locations and moving schedules, that kind of clarity matters. It gives the team fewer loose ends to chase and more time to focus on the operation itself.

“**Runa freed us from the operational burden and allowed us to manage payroll with precision and confidence, something that used to take up a lot of our time and create uncertainty.**

- Carolina Castellanos, Cofounder and Director at Nice Like That

Why did they choose Runa?

The decision to choose Runa was not made lightly. Hello Kitty Café was not just looking for a platform that could run payroll. They needed a partner that understood the pace of a growing restaurant group. The team needed something reliable, flexible, and easy to use. A system that could bring order without forcing the business into a stiff process that did not fit the reality of restaurants. Because restaurant operations are not neat little boxes. They are more like a busy kitchen during rush hour. Things move fast, and the tools need to keep up. Runa offered that balance. It gave Hello Kitty Café a platform that was intuitive and dependable, backed by a team that could respond quickly and explain things clearly. That support mattered. A payroll solution can have all the right features, but if the team feels lost every time there is a question, the value disappears fast.



See public reviews on Runa

4.9/5.0



CAPTERRA

[See reviews](#)

4.9/5.0



SOFTWARE ADVICE

[See reviews](#)

4.9/5.0



G2

[See reviews](#)

runa

The people platform for Latin America.

www.runahr.com