runa

CUSTOMER PROFILE

goodbyefolk

Location:	MX
Employees	85 employees
Industry:	Retail
Customer since:	June 2025
Website:	https://www.instagram.com/goodbyefolk/

See profile

About Goodbye Folk

Goodbye Folk is a Mexican fashion brand dedicated to the design, production, and commercialization of its own clothing collections. Since its founding, the company has focused on building a distinctive identity through original designs, product quality, and a long term vision centered on sustainable growth. What started as a single store gradually evolved into a growing business with three points of sale across Mexico City, reflecting both the strength of the brand and the connection it has built with its customers. As the company expanded, new operational challenges emerged alongside new opportunities. Growth brought higher sales volumes, larger teams, and a more complex day to day operation that required greater structure behind the scenes. Areas that had once been managed informally needed stronger processes to support the next stage of development.

What challenges was the company facing when managing payroll?

Before implementing Runa, payroll management at Goodbye Folk relied heavily on informal processes. Most activities were coordinated through WhatsApp conversations with an external accounting firm that provided personalized support but lacked the systems and structure necessary to manage payroll efficiently as the company continued growing.











Information was not centralized, visibility was limited, and many processes depended entirely on external follow up. Payroll cycles often became reactive rather than planned, creating unnecessary uncertainty around calculations, payments, and compliance related responsibilities.As a result, errors became increasingly common. Payment delays, calculation inconsistencies, fines, and surcharges generated additional costs and operational stress. Each payroll cycle required extra attention, creating a recurring source of concern for the company. Beyond the administrative burden, the lack of structure also affected the organization's ability to make decisions with confidence.

> **With Runa, everything is systematized and clear. If a question comes up, we resolve it quickly thanks to the team's immediate and efficient support.**
>
> *- Moisés Tehuitzitl, CEO Goodbye Folk*

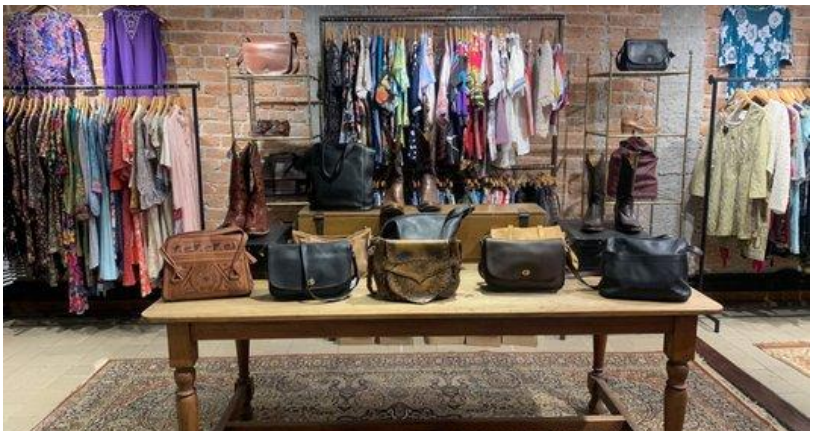
How has Runa transformed their payroll management?

The implementation of Runa marked a significant shift in the way Goodbye Folk manages payroll and administrative processes. What had previously been a fragmented and reactive operation became a centralized system supported by clear workflows, structured processes, and greater visibility. Payroll management is now handled through a single platform that provides consistency and reliability throughout every cycle. Calculations are completed accurately, payments are processed on time, and the uncertainty that previously surrounded payroll administration has largely disappeared.One of the most immediate benefits was the elimination of man y of the issues that had affected the company in the past, including fines, payment delays, and emergency corrections. Having a more organized system allowed the team to operate with greater confidence and significantly reduced the stress associated with payroll management. The impact extended beyond payroll itself.

> **There came a point when the brand's growth could no longer be sustained with improvised processes. We needed order, clarity, and confidence to keep moving forward.**
>
> *- Moisés Tehuitzitl, CEO Goodbye Folk*

What factors influenced their decision to choose Runa?

The decision to choose Runa came after a focused search for a solution capable of bringing order and professionalism to payroll management. Goodbye Folk needed more than a software platform. The company was looking for a system that could simplify processes, improve visibility, and provide reliable support whenever needed. While Runa already had a strong reputation in the market, what ultimately stood out was its ability to combine technology with practical support. The platform addressed operational challenges while also creating a more transparent and organized way of managing payroll. For Goodbye Folk, the value went beyond automation. Implementing Runa helped establish stronger internal processes and increased confidence across the organization.











See public reviews on Runa

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

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