Transforming Operational Transparency into ROI by Digitizing Critical Procedures

THE CHALLENGE

Identifying Costly Inaccuracies Within Delivery Operations

Didier Moleres (VP, Global Operations) knew there was an opportunity for cost-saving improvements within their subsidiary, El Globo Bakeries. After introducing third-party delivery platforms, they were spending thousands on remedying customer complaints.

Moleres knew that they needed to identify the source of the complaints and gain a full picture of where they were losing revenue. However, their paper-based systems could not provide the critical and actionable insights needed, such as:

· Visibility into the journey between production, handoff, and delivery

· Sources of errors such as mismatched orders or damaged products

· Identification of costly inefficiencies, such asproduction errors and waste

> "We were looking for a tool that was easyto- use, flexible to different cultures, and adaptable to each country we operate in. Normally, paper data is dead if you don't see and use it right away. With Parsable, the data is alive and ready for analysis at every level of the organization. Parsable's Connected Worker® platform has been a tremendous success for us."
>
> Didier Moreles
> *VP of Global Operatioins,*
> *Grupo Bimbo*

COMPANY BACKGROUND

Global Mexico-based CPG company and the **largest bakery in the world**

Presence in more than **30 countries,** including El Globo Bakeries

$15.6 billion in revenue

Philosophy: "Building a **sustainable, productive, and deeply human** company"

THE PROCESS

Optimizing Performance and Efficiency in 8 Weeks

Grupo Bimbo and El Globo relied on Parsable to help them integrate and adopt Connected Worker into their processes so they could:

» **Digitize Their Operations**
El Globo used Parsable to digitize their frontline operations and move their processes from paper to Parsable's Connected Worker® platform, making the processes available on tablet and mobile, for both online and offline use.

» **Identify Frontline Inaccuracies**
Through Connected Worker® dashboards, El Globo leaders were able to cross-check logistics data and confirm where the errors occurred within production to handoff.

» **Implement Accurate Processes**
Now with greater visibility, Grupo Bimbo eliminated gaps in logistics data such as mismatched orders or waste due to damaged deliveries.

THE SOLUTION

Translating Transparency and Deeper Visibility into ROI

» **Improved Customer Satisfaction**
With increased visibility into the end-to-end journey, Grupo Bimbo leaders were able to reduce customer complaints by 50% and save thousands that year.

» **Greater Accuracy and Efficiency**
By leveraging real-time operational data captured by digitized frontline processes, Grupo Bimbo was able to pass off deliveryrelated losses to the responsible parties.

» **Connected, Empowered Communication**
Bringing El Globo operational leaders into Connected Worker® has empowered real-time communication and positioned them to digitize their operations across 14 additional bakeries, presenting a potential savings of over $100K each year.

Faster time to insight for improved accuracy

Reduction in customer complaints caused by errors

Real-time communication enabled globally through dynamic procedures

Get New Data Today
Tap into powerful frontline work activity data and get new insights into the variables that are impacting your operations.

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