

esdemarca

"WorkMeter led to an increase in employee performance by establishing a climate of productive competitiveness between departments, which positively impacted the company's results."

About Esdemarca

Esdemarca is a private sales club. Its main activity is based on launching daily online promotions of fashion campaigns and accessories from top brands, with discounts of up to 70%.

Industry: Textile and fashion industry

Region: Spain

Company size: 11-50 employees

WorkMeter Products: [Performance management software](#)

El challenge

After reaching a certain level of activity, we needed to measure the productivity of some departments (especially logistics, sales, and production) to understand the activities they were carrying out and how they were using their tools, with the goal of analyzing their performance and drawing conclusions.

Additionally, since the data collection was not automated, the information obtained did not accurately reflect the efforts and hours dedicated to the many projects managed by the company, causing significant planning problems and incorrect estimates of resource workloads.

We manage 100% of our processes internally (except for transportation and hosting, which are outsourced). Due to the specific nature of our business, management is one of the biggest challenges because we produce campaigns, manage online marketing, operate with our own email marketing tool, and have a logistics center.

Our goal was, on the one hand, to optimize the management of these three key departments for the company, as their ability to generate and manage campaigns makes it essential to measure and analyze their productivity. On the other hand, we needed to convey to some of our employees that their performance would be evaluated.

A photograph of two women in an office setting. One woman is seated at a desk, looking at a laptop, while the other stands behind her, also looking at the screen. The desk is cluttered with papers, a coffee cup, and other office supplies. The background shows a wall with framed pictures.

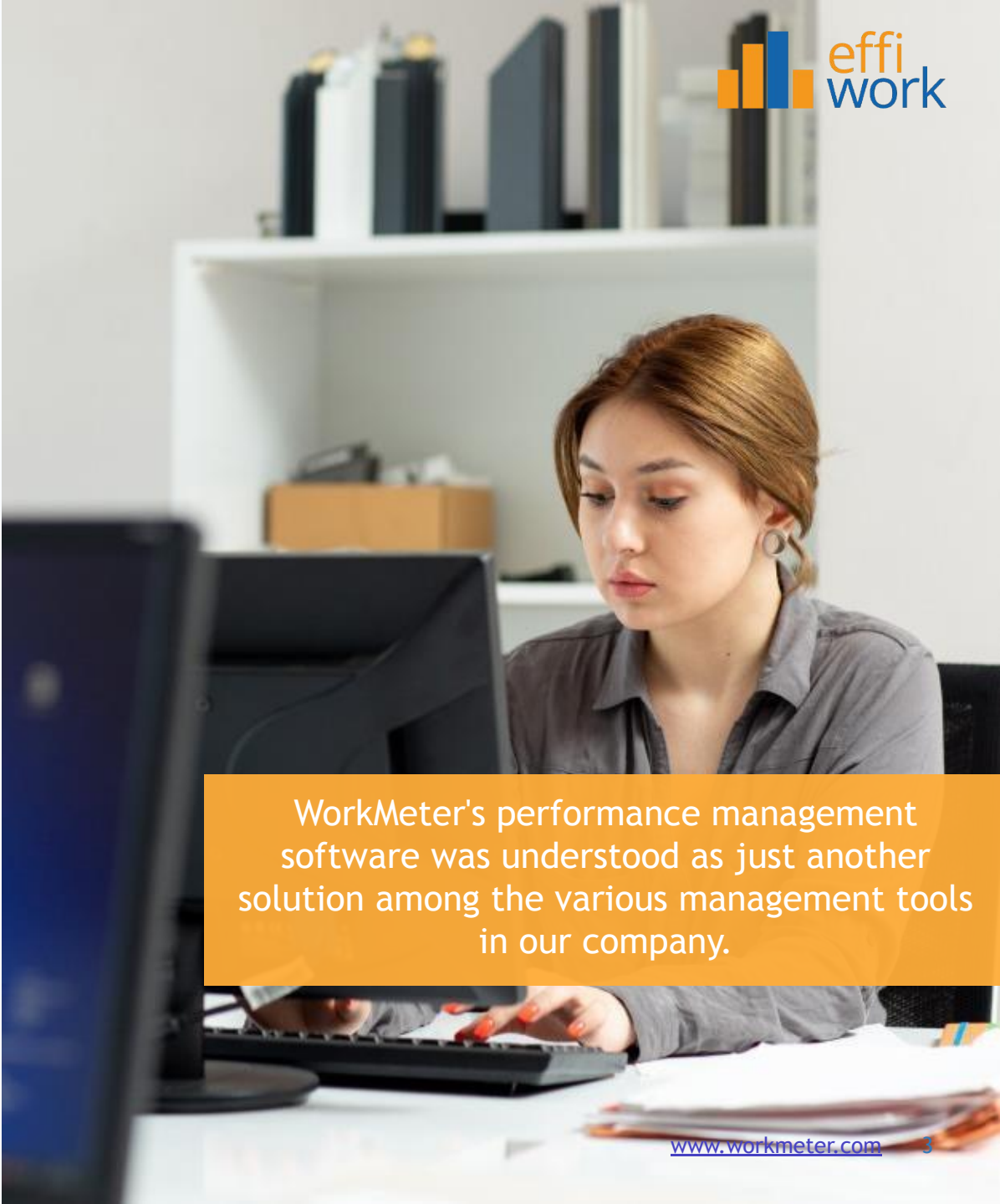
Esdemarca needed to improve the planning and distribution of the workload among resources, as well as increase the productivity of some departments.

La solution

Initially, we implemented [WorkMeter's performance management software](#) solution for only a few employees, but later it was extended to departments directly related to operations, and eventually, it was fully implemented across 100% of the organization.

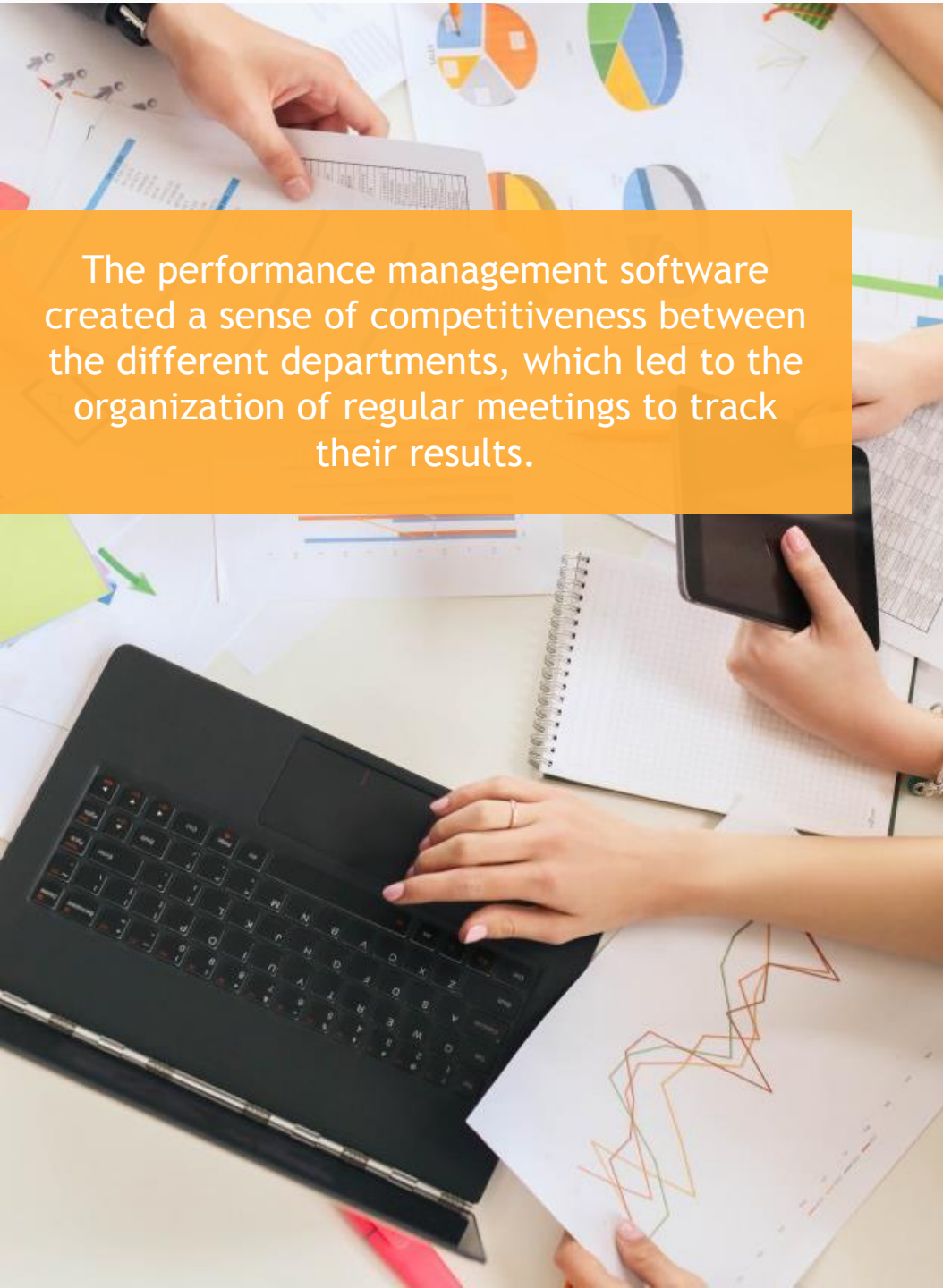
In this process, we realized that the culture of efficiency had to be extended to the company as a whole.

When the process began, employees raised questions about the purpose of implementing this system, and we were able to resolve their concerns within two weeks. After that time, WorkMeter's performance management software was understood as just another solution among the various management tools in our company.

A woman with brown hair tied back, wearing a grey button-down shirt, is sitting at a desk and looking at a computer monitor. Her hands are on a keyboard. In the background, there is a white shelf with several black binders or folders. The scene is brightly lit, suggesting an office environment.

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Result

A top-down view of a workspace. In the upper left, a hand holds a document with a pie chart. In the center, a hand holds a smartphone. In the lower left, a hand types on a black laptop. In the lower right, a hand holds a document with a line graph. The desk is covered with various papers, including one with a large green arrow pointing right.

The performance management software created a sense of competitiveness between the different departments, which led to the organization of regular meetings to track their results.

The results were almost immediate.

For employees whose roles were directly related to the management of software applications, their performance improved by between 20% and 30%.

This effect was noticeable after the first two weeks of implementation, as they became aware of how they managed their time. The introduction of WorkMeter's performance management software created a sense of competitiveness between the different departments, leading to regular meetings to track results. By comparing these results with the WorkMeter's tool time allocation metrics, they were able to identify the best practices in each work area.

The implementation of this system also generated some interesting situations, such as one employee who had little communication with her colleagues and expressed that she wanted more work because she had 'too much free time' with her current workload.

After assessing the effects of applying this software to the entire workforce, within the first 3 months of its implementation, we achieved a consolidated productivity increase of 30%.

+30% of
productivity

Greater
commitment

Process
improvement

Discover everything [WorkMeter's performance management software](#) can do for your organization.

[Try it for free for 15 days](#)

