



"In a highly competitive environment, controlling costs and productivity are critical aspects, as they directly impact the final product's cost."

About Privalia

Privalia is the leading online fashion store in the market. Created in 2006 in Barcelona as an online store, it offers daily sales of top brand products at exceptional prices exclusively to its customers.

Currently, with over 34 million registered users worldwide, Privalia is a leader in all the markets where it operates (Spain 2006, Italy 2007, Brazil 2008, and Mexico 2010) and has established itself as a clear reference in its sector.

The company employs a team of over 1,000 people from 18 different nationalities.

Industry: eCommerce

Region: Spain

Company size: 11-50 employee

WorkMeter Products: [Performance management software](#)

The challenge

The online sales sector for consumer products has experienced the most significant growth since 2009. Although Privalia is the leader in the online sales club sector in Spain, several competitors are closely following, trying to offer better prices and services to their customers. In this highly competitive environment, where rapid and objective decision-making is required, controlling costs and productivity are critical aspects, as they directly impact the final product cost.

Privalia has a Development department comprised of over 30 technicians and programmers. The head of this department, aligned with the company's objectives and priorities, was concerned that his team was aware of their productivity and aimed to improve their overall performance and effort. There was no tool available to objectively measure the department's effort, and this lack of objectivity prevented the head from demanding an objective improvement in his team's productivity.

Moreover, project managers needed to ensure that all areas were managed efficiently, and the head of Development could not provide quantitative metrics of the effort his team was putting in. In this environment, it was clearly beneficial to incorporate a solution that not only provided objectivity to the team's performance but also helped achieve better results, all without violating individuals' privacy.

A background image showing a person's hands holding a smartphone over a laptop keyboard. A small metal shopping cart with blue handles is placed on the laptop, symbolizing online shopping or e-commerce.

Privalia needed to provide objectivity regarding the team's performance and improve overall results.



They set objectives
based on real
measurements obtained
through WorkMeter.

The tool is currently
used as an objective
basis for maintaining
optimal performance.



The solution

Privalia relied on the performance management tool to improve the situation.

First, it was communicated to the team members that their productivity and activity would be measured individually, but always respecting personal time defined by the area manager.

Next, they were given access to view their own activity and effectiveness, and objectives were set based on real measurements obtained through WorkMeter.

Currently, the tool is used as an objective basis for maintaining optimal performance, as well as for decision-making regarding workload distribution, reinforcing or redefining areas, and more.

A close-up photograph of a person's hands typing on a silver laptop keyboard. The laptop is open, and the screen shows some data. In the foreground, there are several sheets of paper with colorful bar charts and a black pen with a gold tip. The lighting is warm and focused on the laptop.

WorkMeter is used by Privalia as a strategic management tool for continuous improvement.

The Development department has experienced a **substantial increase in activity and productivity**, and Privalia uses WorkMeter as a strategic management tool for continuous improvement.

Technicians not only work based on final objectives but also on objective performance metrics, and they are aware that their effort is strategic for the company. Additionally, a personal time allowance has been incorporated, which employees can use at their discretion for their own purposes. This allows a clear distinction between strictly personal and professional activities, maintaining both within the desired thresholds.

Results

After the first 30 days since the implementation of the tool, there has been an **average improvement of 20% in activity and 30% in productivity.**

The objectivity and metrics allow for better management of the area, and the team feels responsible for reaching certain levels of effort while maintaining their personal space.

This has led to better habits in the technical teams and management, with a clear impact on speed, cost, and quality. The company now has a tool that maintains high productivity and controlled costs, enabling decisions based on objective results.

30% Increase
in
Productivity

Optimize
decision-making

Implement
Continuous
Improvement

Discover everything WorkMeter can do for your organization.

Try it free for 15 days

