

Incorporating WorkMeter in the day-to-day management of its business, the leading on-line sales club in the European market has dramatically increased productivity and competitiveness.

Privalia chose WorkMeter's leading productivity solution to improve the day-to-day management of its business. Workmeter enabled Privalia to assign targets, objectively measure results and promote the overall concept of employee productivity, resulting in a 30% increase in overall productivity.

COMPANY PROFILE

Privalia Direct Sales, S.L. (Privalia) is the leading online sales club in the European market. It has more than 3 million customers, works with over 500 brands and has more than 400 people working at its headquarters in Spain, Italy, Brazil and Mexico.

THE CHALLENGE

The consumer products online sales sector has experienced the highest growth in the period 2009-2010. Although Privalia is the industry leader in online sales clubs in Europe, several competitors, trying to offer better prices and services to its customers, are close behind.

In this highly competitive environment, which requires management to make quick and objective decisions, the ongoing control of efficiency, productivity and business costs is critical and directly affects product pricing and the competitiveness of the company.

Worried about competitiveness and maintaining market leadership, Privalia's management team was searching for solutions to help them better align business and employee objectives and to help them manage the overall productivity and effectiveness of their staff.

Although Privalia had some Key Process Indicators (KPIs) in place to manage the business, they realized that they could not objectively measure their employees' individual productivity or level of contribution, which made it difficult to ask the team to improve performance when they could not have an objective baseline.

Futhermore, top management wanted to ensure that all business areas are managed efficiently. However, some departmental managers could not provide quantitative metrics as to the effort made by their teams.

In this scenario, a solution that could produce clear, objective and measurable team performance metrics was of critical need. The management team wanted to help improve team results, while preserving individual team members' privacy.

“WorkMeter helps us manage our time more efficiently”

Gerard Edo,
Head of Development
Privalia

INDUSTRY

On-line Sales

SOLUTION

WorkMeter

SUMMARY

Challenges

- Improve productivity and competitiveness
- Create employee awareness
- Define and measure objective business metrics

Solutions

- Deploy WorkMeter

Results

- Increased overall productivity by 30%
- Increased employee activity
- Better alignment of employee and business objectives
- Employee awareness of their impact on business success
- Continuous best practices development
- Self managed employees
- Objectivity & business intelligence

THE SOLUTION

Privalia was confident that the WorkMeter solution would improve its results.

As a first step in the deployment of the WorkMeter solution, Privalia's managers introduced the concept of activity and productivity measurements at the individual level. A clear message was given to all employees ensuring that the company respects the privacy of each individual as well as their personal time at work.

As the system started gathering work statistics, individuals were given access to view their personal activity and effectiveness. This enabled Privalia and the employees to establish targets based on actual measurements obtained through WorkMeter.

The metrics from WorkMeter provided a solid foundation for decision making and maintaining optimal workforce performance. Sharing tasks, reallocating workload, refining processes are now based on actual, objective and measured data.

WorkMeter enabled Privalia to establish stronger alignment of business objectives and employee performance. Employees, not only work based on just achieving a final target, but are guided throughout the process with objective performance metrics and complete awareness of how their individual effort affects the overall project and company strategy.

Moreover, employees not only felt at ease but more empowered since the company allowed for WorkMeter's built in "Personal Time" functionality. This feature enables employees to use corporate assets for personal use while completely protecting their privacy.

RESULTS

In just 30 days after the deployment of WorkMeter, Privalia experienced a 20% growth in activity and 30% in productivity.

Moreover, employee awareness of their contribution to the business and impact on overall company success, has generated a stronger alignment between their personal objectives and business goals.

Through WorkMeter, the company now has a toolset that enables management and employees alike to make decisions based on actual and objective metrics while maintaining high productivity and cost control.

WorkMeter is currently viewed and used as a strategic management tool for continuous improvement.

WorkMeter is a software service that helps you with your most important asset: your employees. Assist your organization by creating a culture of empowerment and management by metrics.

WorkMeter delivered a 30% increase in the average productivity of the Privalia team