

The Privalia logo, consisting of a black stylized flower icon with eight petals to the left of the word "privalia" in a bold, lowercase sans-serif font.

"In a highly competitive environment, cost control and productivity are critical aspects, as they directly affect the final cost of the product"

About Privalia

Privalia is the market's leading online fashion store.

Created in 2006 in Barcelona as an online store, which offers daily sales of products from the best brands at exceptional prices and exclusively to its customers.

Currently, with more than 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 for its sector.

The company employs a team of more than 1,000 people worldwide with 18 different nationalities.

Industry: eCommerce

Country: Spain

Company Size: 11-50 employees

Products: [EffiWork](#)

The Challenge

The eCommerce sector has experienced the highest growth since 2009.

Although Privalia is the leader in the online sales club sector in Spain, there are several competitors that follow closely, trying to offer better prices and services to its customers. In this highly competitive environment, being fast and objective decision-making is required, cost control and productivity are critical aspects, since they directly affect the final cost of the product.

Privalia has a development area made up of more than 30 technicians and programmers. His manager, aligned with the company objectives and priorities, was concerned that his team was not aware of its productivity and improve its overall performance and effort. There was no tool that could objectively measure the effort of the area and this lack of objectivity prevented its manager from demanding an objective improvement in the productivity of his team.

On the other hand, the project managers needed to know that all the areas were managed efficiently, and the development manager was unable to offer quantitative metrics of the effort that his team members were making.

In this environment, it seemed clearly beneficial to incorporate a solution that not only provided objectivity to the team's performance, but also helped to obtain better results, all without violating people's privacy.

A photograph showing a person's hands using a smartphone on a desk. In the foreground, a small metal shopping cart with blue handles sits on top of a laptop keyboard. The background is softly blurred, showing a person's face and a window with blinds.

Privalia needed to bring objectivity to the team's performance and improve results.



Targets were established based on actual measurements obtained through EffiWork.

The tool is currently used as an objective basis for the maintenance of optimal performance.



The Solution

Privalia relied on the [EffiWork](#) platform to improve that situation.

Firstly, people were informed that they would proceed to measure productivity and activity at the individual level, but always respecting personal times defined by the person in charge of the area.

Subsequently, they were given access to learn about their own activity and effectiveness, and targets were established based on actual measurements obtained through EffiWork.

The tool is currently used as an objective basis for the maintenance of optimal performance, as well as for decision-making when distributing workload, reinforcing or redefining the area, etc.

A close-up photograph of a person's hands typing on a silver laptop keyboard. The laptop is open, and the screen shows a blurred image of the same hands. In the foreground, there are several sheets of paper with colorful bar charts and a black pen with a gold tip. The background is a bright, slightly out-of-focus office setting.

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

The Development area has experienced a **substantial increase in activity and productivity**, and EffiWork is used by Privalia as a **strategic management tool for continuous improvement**.

Technicians not only work based on final objectives, but also on objective performance metrics, they are aware that their effort is strategic for the company. In addition, personal time has been incorporated, which the employee decides to use if she deems it necessary for her own purposes, and which makes it possible to clearly discern between strictly personal and professional activity, keeping both within the desired thresholds.

Goals

After the first 30 days from the incorporation of the tool, an average improvement of 20% in activity and **30% in productivity has been obtained.**

Objectivity and metrics allow for better management of the area and the team feels that they have a responsibility to reach certain levels of effort, while maintaining their personal space.

All this has generated better habits in the technical teams and in management, with a clear impact on speed, cost and quality.

The company now has a tool that maintains high productivity and controlled cost, and can make decisions based on objective results.

30%
productivity
increase

Optimize
decisión
making

Implement
continuous
improvement

Discover what [EffiWork](#) can do for your organization

Try it free for 15 days

