

Latin America's Largest Department Store Creates Single Source of Truth to Transform Ecommerce Operations



Industry: Retail & Manufacturing
Location: Chile

Falabella is the largest department store chain in Latin America with 95,000 employees. They needed a way to effectively manage ecommerce operations at falabella.com. The team were seeking a flexible solution that could accelerate their time to market and offer an agile, efficient and orchestrated way of working, as well as a centralized platform for multiple teams to reference as a single point of truth.

Falabella used Bizagi to transform work across marketing, ecommerce and product-launch operations. This included managing the generation of 10,000 graphics and 500,000 web pages, and the automation of ecommerce product publication. The platform provides visibility and traceability, with over 10,000 subprocesses created to ensure a standardized way of working. The team can now confidently make decisions, backed by real data, with less time spent on back-and-forth as all teams now operate from a single source of truth.

"The biggest benefits we've gained are visibility and traceability. Those are the two major advantages, but there were also benefits I didn't even realize we were missing."

Carlos Alcedo
Product Owner

10,000
website graphics
managed

500,000
published web pages

10,000
subprocesses created

Objectives

- Improve visibility and traceability
- Standardize processes and business rules
- Reduce errors, delays and reprocessing
- Enable better workload management
- Make better business decisions

Achievements

- Improved operations across marketing, ecommerce and product launch teams
- Single version of the truth through Bizagi platform
- More than 10,000 subprocesses standardized and documented for traceability
- Visibility across the organization
- Faster, evidence-based turnaround time estimates for every process
- Decision making now supported by processes and supporting data

Overview

The largest department store chain in Latin America, Falabella has a substantial ecommerce arm, which manages a large and constantly shifting volume of digital work: graphics for online campaigns, new web pages, updated product listings, and the underlying subprocesses that connect marketing, ecommerce and product-launch teams. The teams needed an effective way to manage operations, so turned to Bizagi to create a standardized, traceable way of working.

Challenge

Falabella's ecommerce arm runs a large and constantly shifting volume of digital work: graphics for online campaigns, new web pages, updated product listings, and the underlying subprocesses that connect marketing, ecommerce and product-launch teams. Before Bizagi, none of it ran through a shared system.

Carlos Alcedo, Product Owner at Falabella.com describes the experience as dealing with a black box: requests for the site would be submitted, and work was eventually completed, but a lack of visibility meant there was no reliable way to confirm status or estimate how long work would take to complete. This impacted operational costs as there was a lot of manual chasing to determine statuses.

They needed a standardized way of working to connect teams and bring control back to the process.

Solution

After an intensive evaluation process, Falabella selected Bizagi as the best platform for its needs, creating a custom solution to support falabella.com from graphic design requests through to ecommerce product publication. They worked closely with Backspace consultancy to ensure a smooth deployment.

The extensive rollout spanned marketing, ecommerce and product launch to manage the generation of 10,000 website graphics and 500,000 published web pages, while automating the workflow behind publishing new products to the site. To ensure proper standardization, more than 10,000 subprocesses were created: capturing information that was previously carried out manually by employees, turning informal, undocumented work into a single system of record.

Carlos Alcedo described the rollout as a genuine partnership thanks to close collaboration between Backspace consultants, the Bizagi team and stakeholders at Falabella. Bizagi invested time to understand the business which helped the entire project stay tightly aligned with Falabella's goals.

"There was a true partnership between consultants, the Bizagi team, and everyone at Falabella. The time they invested in understanding our business made all the difference."

Carlos Salcedo,
Project manager

Results

Visibility and traceability

The most impactful change is visibility and traceability. Every one of Falabella's subprocesses is now modeled and tracked inside Bizagi, giving marketing, ecommerce and product teams a shared version of the truth instead of each team keeping its own informal record of where things stand.

Decisions backed by real data

That visibility feeds directly into better decision-making. Falabella now has real data on its own operations, turning decisions that once relied on incomplete information into ones backed by process data.

"We know exactly what actions are required and we can accurately estimate how long a process will take from start to finish."

Carlos Salcedo,
Project manager

Less friction between teams

Visibility has changed how Falabella's teams work together day to day. Communication has become more effective, with far less time spent on the unnecessary emails and back-and-forth conversations that used to be the only way to check on a request's status. That time = now goes back into the work itself.

Digitizing the impossible, quickly

With the right platform in place, Falabella has been able to digitize processes that once seemed impossible to systematize, creating governed, visible digital processes without a drawn-out transformation programme.

"When you combine high-quality work with genuinely enjoying the process and the people you're working with, that's something you can't put a price on."

Carlos Salcedo,
Project manager