VONQ

"To scale-up worldwide is impossible without Business Intelligence"

VONQ is a tech company active in recruitment marketing. With its expertise in solving staffing problems, it helps clients fill their job vacancies in the most efficient ways possible. Until recently, the company's nine departments had based their decisions on experience rather than data. However, with international growth ambitions, VONQ has now turned to business intelligence (BI), employing Qlik Sense as its preferred tool.

"We were effectively flying blind", says Marwa Traboulsi, Financial Planning and Analysis Associate at VONQ, summarizing the company's previous way of working. "We didn't have a Business Intelligence tool, so we couldn't make data-driven decisions. Everything was based on personal expertise and gut feeling. As a result, we missed real insight into what was happening within the organization."

Choosing a strategy
So three years ago, VONQ approached E-mergo. The ideal solution was found in the Qlik Sense tool, which provides a range of dashboards that provide

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VONQ.

"We've been able to base our strategies on data."

Marwa Traboulsi,
Head of Strategic Projects

Company name
VONQ

Industry
Technology

Challenges
- Decisions were based on personal expertise and gut feeling.
- Due to an abundance of data, there was a lack of overview of what was happening within the entire organization.

Solution
- Several internal Qlik Sense dashboards.
- The Qlik Sense dashboards support all departments with their specific questions.

Benefits
- Data sources can be combined.
- Data insights do not only show the details but also the big picture.
- Qlik Sense answers the question of how customers interact with their product
- With Qlik Sense customers can determine their best purchasing strategy.

Qlik Sense Partner
E-mergo
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relevant and clear data visualisations to the various departments within VONQ. "Since then, we've been able to base our strategies on data. We can help our clients achieve maximum visibility for their job offers in the right places, and also improve their employee branding. The goal is to get as many talented candidates as possible to apply. And Qlik Sense helps us get the answers we need to any questions we encounter along the way."

Questions, for example, about which VONQ products to deploy at any given time. Or about what happens when prices change. The dashboard supports each department with its specific challenges. "For example," says Marwa, "the marketing department can see the results of a marketing campaign, while our sales team see which sales consultants bring in the highest revenues. Our clients' orders are the main source of data."

Measuring performance
Luuk Bouman, BI consultant at E-mergo, developed a Qlik dashboard for VONQ. "As a tech company, our client had plenty of data, but was lacking an overview when it came to processing orders and contracts. With Qlik Sense they can now access the data from their two main systems for order processing: DESQ and Salesforce." There was a real need for information across the organization, from the finance department to operations and the large sales division. "Sales consultants can now see their achievements at customer level or in further detail at order level. We've also built an extensive dashboard for the financial department that they use daily and which also has a reporting function."

Luuk has helped VONQ unlock its many data sources. But to take the solution to the next level, VONQ hired Marwa as its internal BI developer. "We'd reached the point where we needed someone available full-time in our business development unit," she explains. "When I started at VONQ in November 2020, my goal was to lead the transformation to a data-driven organization. The implementation of Qlik Sense was our first step, which we are currently completing. Step two will be about creating a data-driven culture in the organization, through training and education."

Looking back at their collaboration, Luuk and Marwa are more than satisfied. "At any point," says Marwa, "I could always contact Luuk or the support team at E-mergo with ad hoc questions." Luuk agrees. "We had a nice synergy. Whenever an idea arose at VONQ, we

could put it into practice. VONQ is a young, dynamic company with an informal work culture and it's been a real joy to work with them."

International ambitions

One of VONQ's current goals is to have switched completely to Qlik Cloud by the end of 2021. "This is a process that's running alongside the Qlik Sense project," explains Luuk. "Cloud is a recent addition to Qlik and it could work really well for VONQ to switch to the cloud with their BI solution."

Cloud-based BI fits perfectly with VONQ's growth ambitions, as they look to enlarge their operations. Currently, the company is active in the Netherlands, Germany and the UK. "Scaling up globally is only possible with a solid BI Unit," argues Luuk. "I sometimes refer to it as the company's silent hero. Because ultimately, all VONQ's operations must be data-driven and automated. Once we've achieved that, we can conquer the world."

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Financial Planning and Analysis Associate

About E-mergo

The name E-mergo is derived from the Latin proverb 'Luctor et emergo' (I struggle and emerge). In Zeeland this signifies winning the battle against water. Obviously, we do not battle water, but we do make sure that companies keep their heads above water in the growing stream of data. Working from the motto 'Manage your data, innovate your business' we help you to get the most out of your data.

We do this using software from Qlik, Microsoft, Mendix and TimeXtender, for which we provide software, training, consultancy and support. Together we will help your company to create new business models and to reduce costs.

www.e-mergo.nl

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E-mergo BV
Elektronicaweg 16a
2628 XG Delft
085-0160411
info@e-mergo.nl