# Qlik®

## ANALYTICS

# O₂

**N°1 du service à la personne**

## O$_2$ bases its growth on agile data processing with Qlik

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## About O$_2$

O$_2$, a rapidly growing leader in home care services, needed to strengthen its decision-making system to provide its 600 branches with reliable and immediately processable information.

This new data-driven transformation also represented an opportunity to develop new HR dashboards, which are essential for both staff recruitment and retention.

"Qlik Cloud Analytics™ allows us to make operational and qualitative data available to our 600 branches and head office, in order to improve service quality and base our strategy on reliable data."

Vincent Le Bouter, Chief Data Officer, O$_2$



**Customer Name**
O$_2$

**Industry**
Retail and Services

**Geography**
France

**Function**
HR, Marketing, Sales

**Challenges**
- Create more effective, data-driven transformation
- Improve the reliability of the decision-making process and eliminate manual tasks
- Enhance branch autonomy by analyzing their activity

**Solution**
O$_2$ opted for Qlik Cloud Analytics following a precise comparison of the solutions available on the market and a prototyping process carried out with various departments.

**Results**
- Over 1,000 active users in just a few months
- Half of users log in on a daily basis
- Time savings for many full-time employees, reflected in data analysis

## Supplying reliable shared information

Established more than 30 years ago, $O_2$ is part of the Oui Care group, a leading French organization made up of 16 brands specializing in home care services. It has a reputation as an industry-leading brand offering a wide range of services, including cleaning, ironing, childcare, support for the elderly, and gardening. With 600 branches and 120,000 customers throughout France, $O_2$ has grown rapidly in recent years. The company relies on a network of 16,000 branch managers and employees that provide high-quality home services.

To continue its strong growth, $O_2$ wants to streamline and improve the reliability of its reporting to guarantee that data is interpreted clearly and consistently. "It was becoming essential to structure information in a way that made it easier for all users to process it," explains Vincent Le Bouter, Chief Data Officer at $O_2$. "Building confidence in the data was at the heart of our approach."

## A truly data-driven transformation

The business intelligence (BI) modernization project had two objectives: to distribute reliable information that could be processed immediately throughout all branches, while optimizing the team's time. By eliminating manual reporting activities, $O_2$ wanted to free up employees to focus on the analysis and identification of risks and opportunities.

Besides customer data, the goal was also to strengthen its HR data to support growth. With 16,000 employees to retain and recruitment needs to manage, a clear and centralized view of human resources is essential.

To address these issues, the $O_2$ management team implemented a transformation plan, with the aim of converting $O_2$ into a truly data-driven company. "Our first initiative was the creation of a Data Office," explains Vincent Le Bouter, "which was a turning point on the road toward more structured and efficient data governance."

## A clear cloud strategy

$O_2$ already had a modern cloud infrastructure based on Matillion, AWS, Snowflake, and Google Suite, a technological decision made three years earlier by the brand's IT Director. However, data management remained fragmented: each department dealt directly with the CIO in regard to its reporting needs; there was no unified governance.

Two main solutions were adopted: Microsoft Power BI and Dataiku for customer segmentation and churn analysis in marketing, and Tableau for finance alongside Excel and Google Sheets. By creating the Data Office, responsible for data enhancement, $O_2$ wanted to streamline its tools and guarantee reliable information that could be processed by everyone.

The team then carried out benchmarking of the solutions available on the market, initially comparing Tableau, Microsoft Power BI, and Sisense. "I saw Qlik as the Rolls-Royce of BI," explains Vincent Le Bouter, "and the new license models made it accessible." $O_2$ therefore decided to include Qlik in the final comparison, against Microsoft Power BI.
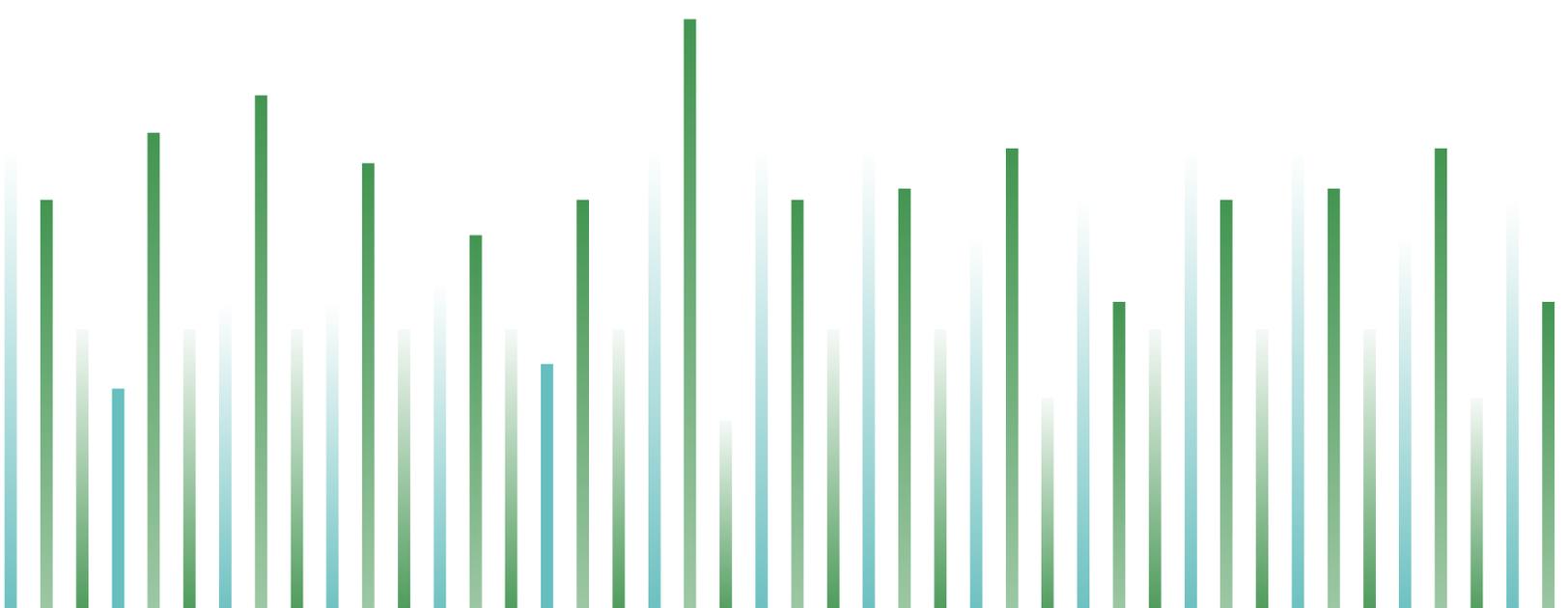
## Prototyping offers a detailed comparison of Qlik

Qlik referred $O_2$ to its partner Excelcio, who suggested an approach based on prototyping and mentoring with regular support and iterations to ensure that the tool fulfilled the needs of different department teams while boosting their autonomy.

At the end of the tests, the company opted for Qlik Cloud Analytics, considering it the most efficient solution in several respects: a more intuitive user experience, simpler navigation, and an associative model that allows for data exploration without limitations. The solution also offers major technical benefits: a full SaaS environment, more effective governance, with the option for easy single sign-on (SSO) integration for 2,000 users in a Google environment, as well as an all-in-one platform, integrating both ETL and data recovery. Lastly, Qlik Cloud Analytics' mapping functionalities were deemed more efficient, which was an additional factor in the decision-making process, as well as its capacity-based model, allowing an unlimited number of users. "The support from the experts at Excelcio helped us to make the best choices to take full advantage of Qlik's capabilities," explains Vincent Le Bouter.

## Rapid deployment and extension to other areas

Almost 1,000 employees have already received Qlik training, including 900 within the last three months, and half of these users log in at least once a day. The 600 branches in which the tool has been introduced can now analyze their commercial activity by monitoring customer appointments, transformation rates, analysis of hours sold, and turnover by product and customer segment. The interactive and geographic data display makes it possible to further refine the analysis and take responsive, informed decisions.

The HR application enables the monitoring of staff turnover and absences, as well as receiving alerts about important employee deadlines, such as residence permit expiry dates. "This application has enabled the teams to work on data governance, thereby improving its quality," adds Vincent Le Bouter.

Eventually, O$_2$ aims to roll out this approach to the rest of the Oui Care group. This data transformation and Qlik Cloud Analytics' capabilities are paving the way for new projects, particularly in relation to machine learning with Qlik Predict®, which will better anticipate client churn and staff turnover.

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Qlik Cloud Analytics leverages the power, agility, and scalability of the AWS cloud to deliver real-time, secure, and AI-driven analytics.

## Make game-changing analytics accessible to everyone

Learn more

## About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

**qlik.com**

## Excelcio
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## About Excelcio

Founded in 2008, Excelcio is dedicated to supporting businesses in equipping, implementing, and optimizing Gartner's leading solutions for data visualization and integration. It has been a Qlik Elite Partner for over 15 years. Present in Paris, Rennes, and Nantes, Excelcio has over 350 clients across all sectors.

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