

## Data-driven management of franchisees

Meilleurtaux puts data at the heart of 320 franchisees

### Challenge

Financial Services organization Meilleurtaux saw an urgent need to deploy commercial and marketing applications for their franchise agencies. The agencies needed access to in-depth analysis to make informed decisions to drive the business.

### Solution

Meilleurtaux chose Qlik Sense Enterprise SaaS to equip its 320 franchise agencies. Agency managers can monitor the individual productivity of their employees, the loan application process of customers and partners, and compare their performance.

### Results

Qlik Sense Enterprise SaaS was deployed in one month across all the agencies and the solution is accessible from any location via mobile. Qlik has offered rapid analysis thanks to geographical visualization and Meilleurtaux has experienced reliable and shared indicators for benchmarking purposes.

#### Solution Overview

##### Customer Name

Meilleurtaux

##### Industry

Financial Services

##### Geography

France

##### Function

Sales, Marketing, Finance

##### Business Value Driver

Customer Intelligence,  
Reimagined Processes

“Qlik Sense Enterprise SaaS is very powerful to drive our business approach. It allows franchisees to analyze their business activity, make comparisons between branches and take data-driven decisions.”

Guillaume Autier, General Manager, Meilleurtaux

