

# Van Oirschot: Employees ask new questions and analyse the answers

*“Customer satisfaction increases because we detect issues per customer more quickly.”*

— CEO Sven Machielsen



Family business Van Oirschot has been supplying heating and installation equipment to professional installers for over fifty years. A total of 90 people work for this wholesaler. “Like other sectors, we are faced with increasing competition, chain integration and pressure on costs,” says CEO Sven Machielsen. “Customers expect flexibility, longer opening hours and automated ordering processes.”

## Sales application

These expectations make IT an important pillar for Van Oirschot’s growth. When the company built a new distribution centre in 2006, it was immediately fully automated. Shortly afterwards a second automation exercise followed. But consistent reporting remained a problem.

At a trade fair, Van Oirschot came into contact with Credon. “First, we built a sales application together with Credon. Our sales representatives can follow the entire sales process on their iPad: from invoicing data to open orders, from margins to fast or slowmoving product(s).”

## Customer satisfaction increases

In the meantime Van Oirschot is now working with 8 applications. Sales, purchasing, logistics, finance & cash flow, management and stock (changes): QlikView plays a central role in all these processes, explains Sven Machielsen. “Not only can we interpret data more quickly, but employees are also invited to ask new questions and to analyse the possible answers.”

"The analyses and reports allow us to make quicker adjustments, for example to pay more attention to products with higher margins. Customer satisfaction also increases because we detect issues per customer more quickly."

## Qlikview grows together with Van Oirschot, and vice versa

New applications are now in the pipeline, Sven Machielsen announces. "Qlikview will grow with Van Oirschot, and vice versa. We immediately provide insight into improvements within the organisation. But Qlikview also allows us to make changes in areas where we didn't even know there was room for improvement."

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[www.vanoirschot.be](http://www.vanoirschot.be)

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