

# BUSINESS INTELLIGENCE AT FULL THROTTLE

Qlik drives reporting transformation  
at Volkswagen Group Australia



## AT A GLANCE

### Company

Volkswagen Group  
Australia

### Industry

Automotive

### Location

Sydney, Australia

### Solution

Qlik Sense

### Function

Sales and Marketing

### Key Points

- Warranty Team slashes report generation time from days to minutes
- Complex spreadsheets replaced by user-friendly dashboards and charts
- Data harnessed in new ways to drive business productivity



## The Company

Volkswagen Group Australia (VGA) imports, wholesales and distributes Volkswagen and Škoda vehicles throughout Australia. As a subsidiary of the Volkswagen Group, Europe's largest carmaker, VGA takes care of all local operations, including warranties and liaison with authorised dealers.

When a Volkswagen or Škoda vehicle needs a repair under warranty, the owner takes it to an authorised dealer. The dealer then sends the claim details to VGA and is reimbursed for their work. As a result, VGA maintains extensive warranty records, dating back more than a decade. These records include:

- Types of claims submitted – and under what type of warranty
- Dealer reimbursement amounts classified into broader categories
- Claims per individual vehicle, model, transmission and engine type

## Challenges

VGA departments regularly requested timely reports on this data. However, with no business intelligence (BI) or reporting tool, warranty team members were creating reports in Excel. They had to sift through massive volumes of data, which meant it could take days to generate a single report. They also faced the limitation of Excel in dealing with large numbers of data rows.

Earlier attempts to resolve this problem failed. VGA had engaged an overseas provider to come up with a reporting solution, but language barriers and communication difficulties hampered progress.

VGA decided they needed to engage an Australian provider to wrap up the project instead. In addition to local support, the selected provider would need to deliver a comprehensive solution that would:

- Require minimal training to use
- Reduce time taken to produce standard and ad hoc reports
- Provide insights into monthly warranty claim trends
- Improve data analysis capabilities
- Consolidate data from multiple systems in a single dashboard
- Eliminate Excel spreadsheets for reporting

*"Working with Professional Advantage was very easy. The team was professional and response times were excellent. There wasn't a single problem they couldn't overcome, and they delivered beyond what we had requested in terms of project scope. The overall experience exceeded our expectations."*

Niveshn Chetty

Warranty Operations Team Leader  
Volkswagen Group Australia

## The Solution

After extensive research, VGA selected Qlik Sense based on their ease of use, powerful data visualisation capabilities and their ability to scale from leading BI vendor Qlik.

Qlik Australia recommended Professional Advantage as their implementation partner. With over 90 years of combined experience in delivering BI solutions, they trusted Professional Advantage's Qlik team to achieve a winning outcome. Professional Advantage worked with VGA to:

- Identify warranty-related key performance indicators (KPIs)
- Extract data from the warranty mainframe system, additional classifications from Excel and ten years of sales records to make KPIs available via Qlik Sense
- Build Qlik Sense dashboards to provide warranty adjudicators with easy-to-digest data visualisations
- Educate warranty adjudicators in how to create custom visualisations and reports so they can view data in a way that makes sense to them

This solution provides the Warranty Team with instant access to data, including claims submitted by each dealer, highest claiming dealerships, warranty costs, and labour costs by claim type. Warranty adjudicators can quickly create reports and visualisations that highlight trends and claim distribution.

Warranty data can be sliced and diced by state, dealer type or individual dealer, or filtered by model, transmission and engine type. If a claim stands out as unusual, the team can drill down to learn more. Most importantly, insights that used to take days to uncover are now available in just a few clicks.



*"We really didn't need extensive training in the solution because the software is interactive and very easy to use. If you know the basics, which we learned from Professional Advantage during our training, you will be able to navigate Qlik quickly. Anyone can use it."*

Niveshn Chetty  
Warranty Operations Team Leader  
Volkswagen Group Australia

## RESULTS

Professional Advantage's Qlik solution has made report generation faster and more accurate. Other departments now receive reports soon after requesting them, and warranty adjudicators say they prefer viewing data in dashboards instead of spreadsheets. Other benefits include:



Reports produced in minutes, not days



Ability to analyse claims with greater accuracy and depth



Improved understanding of warranty trends within local markets



Faster response times when providing information about claims paid



Streamlined process for reconciling payments to dealers with reimbursements from the global Volkswagen Group

## Future Plans

There is currently a project in place to automate VGA's monthly management KPI reports. The solution is being built using the QlikView platform and will include dynamic QlikView dashboards and printable PDF reports. This solution will replace a highly manual process that was previously done using Excel.

The next step in expanding the VGA analysis and reporting platform, is the deployment of Qlik NPrinting. This will provide automated delivery of pixel perfect PDF, Excel, Word and PowerPoint reports to users via email or through the web portal.

VGA is also planning to expand its use of the Qlik Sense self-service platform throughout the enterprise. A priority project is to enable 20 VGA business analysts and report writers to use the Qlik Sense platform to model their own data sources, create analyses and reports, and collaborate with other users. A comprehensive planning program has been developed and will be delivered early next year.





## Enabling *High Performance* Workplaces

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### ABOUT PROFESSIONAL ADVANTAGE

Professional Advantage is one of Australia's most awarded solutions providers, with over 20 years experience in helping organisations improve their business systems through industry leading software solutions. Our 250-strong team in 6 offices across Australia and internationally has successfully worked with over 1000 organisations.

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