



INTEGRATION AND ANALYTICS



Qlik Cloud Analytics and Qlik Talend
bring agile data to Babilou Family



About Babilou Family

Founded in 2003, Babilou Family is one of the largest childcare and infant education networks in the world. With more than 3,400 centers throughout France and a presence in 10 countries, Babilou Family offers companies nursery places for their employees' children and support for their parenting policies.

Babilou Family's mission is to build a better world through education, paying attention to each and every child. Its mission: to support each child through their first years of life, in line with local needs and expectations. To achieve that, the group is particularly focused on optimizing its processes and draws on data to inform developments and ensure commitments are always met.

“With Qlik, we have an agile and scalable data platform that adapts to our data management and analysis needs and supports us in our local and international growth.”

Charley Beaudouin, Head of Data Management and Integration, Babilou Family



Customer Name

Babilou Family

Geography

Paris, France

Industry

Retail & Services

Function

HR, Operations

Challenges

- Optimize recruitment process for more applications
- Provide quality data to businesses
- Steer local and global performance

Solution

With Qlik Talend and Qlik Cloud Analytics, Babilou Family has an end-to-end solution to harness the value of its data and continue its international growth.

Results

- Optimized recruitment workstream to process 7,000 monthly applications
- Populated a data lake from 14 data streams
- International turnover doubled in three years thanks to an adaptable system

Connecting the ecosystem via APIs and web services

Since the beginning, Babilou Family has relied on data to determine its direction and best serve families and employees. To manage the group's core business, it selected Talend Data Fabric to enable flexible data sharing within a system that seamlessly connects different market applications such as Hubspot, Microsoft Dynamics 365, Salesforce and Workday, and business solutions.

"With Talend Data Fabric, we have a unified platform for the whole group which meets all our data exchange, synchronization and display needs," says Charley Beaudouin, Head of Data Management and Integration at Babilou Family. "Our highly versatile team can process a multitude of requests, from the implementation of APIs for real-time data harvesting to synchronous data aggregation to feed into our Qlik Cloud Analytics applications. These solutions integrate perfectly into our hybrid on-premises and Microsoft Azure Cloud environments, which has allowed for the trouble-free development of our data projects."

Making parents' lives easier by providing an optimized experience

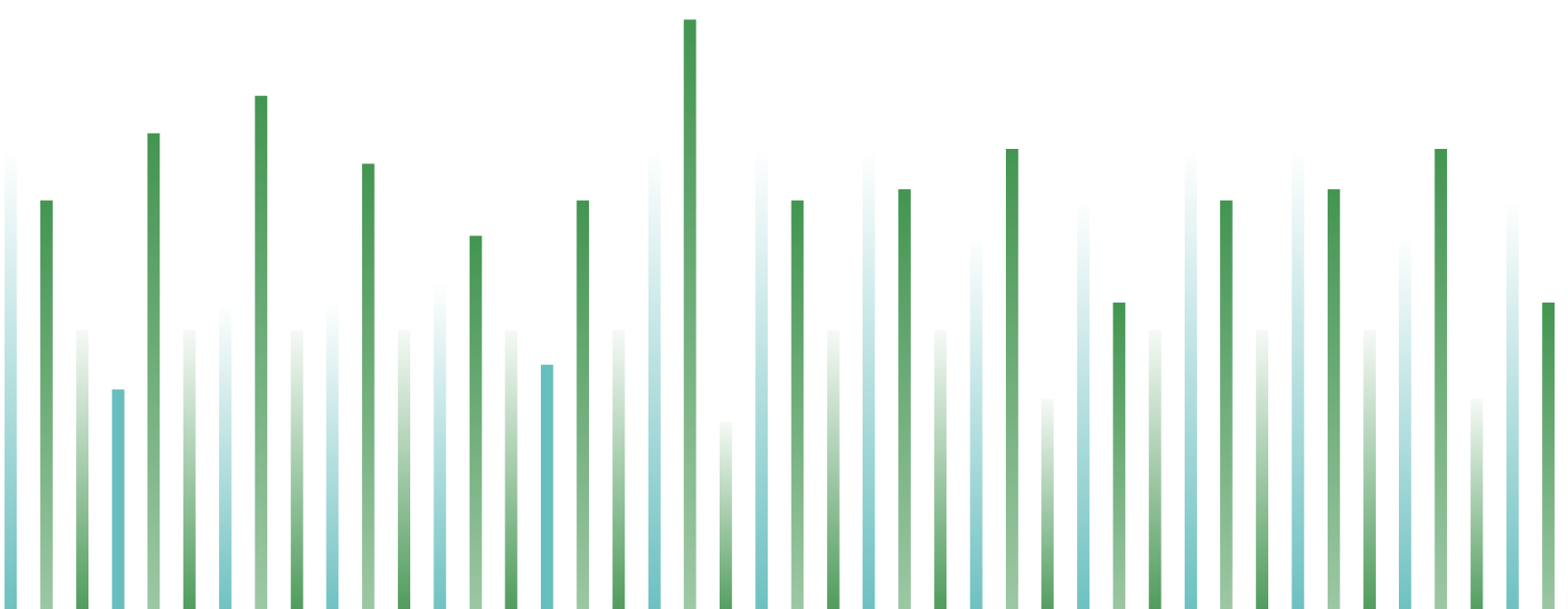
To meet growing demand and facilitate the relationship with families, Babilou Family has developed a dedicated 'parents' area' on its French website, which manages all exchanges between parents and nurseries. One important feature is parents' ability to complete and directly submit applications for places on behalf of their children.

"Using APIs and web services we have expanded our channels for taking nursery applications and we have seen a 60% increase in requests received," says Charley Beaudouin.

The registration process has also been fully digitized and simplified by an online form that benefits from the use of APIs to display data. "We've gone from a hundred or so pages to a single registration form and from seven signatures to just one."

Digitizing all these processes has made the path much easier for parents to navigate. This has lightened the workload for nursery staff and managers, freeing them from a multitude of time-consuming administrative tasks to focus on their core business by spending quality time with the children.

Babilou Family also uses Qlik Talend's integration capabilities to optimize talent recruitment. The group has extended the channels used to advertise its job vacancies to sites specializing in early childhood occupations. This helps bring in more than 7,000 applications per month, which are then processed through Workday. "It's a significant advantage in a very competitive market and in the face of a shortage of qualified nursery professionals," adds Charley Beaudouin.





A management system at the heart of operational processes

Babilou Family constructed its management system using Qlik on-premises, before deciding in 2020 to migrate all its applications over to Qlik Cloud Analytics, simplifying infrastructure administration and new user management. Today, more than 300 users in all countries have access to dashboards created to meet their needs.

The company values the rapid pace of Qlik development, which can quickly aggregate multiple sources to display dashboards that are attractive to business areas. Once applications have been approved, they connect to the data warehouse populated by data integration flows managed with Talend Data Fabric. To optimize this circuit, Babilou Family uses a connection between the two solutions: “Once the transformation and integration of the data have been carried out, Talend Data Fabric sends a notification to Qlik analytics, which can then update the various dashboards, confident of the quality and completeness of the data,” explains Charley Beaudouin.

One of the most important analysis for operational performance concerns optimizing nursery placements. Qlik is central to the nursery business, which must meet the needs of parents and at the same time provide children with the environment and staff best suited to their development.

Another application which is of value to the HR department looks at optimizing staff career paths. This award-winning application – winner of an HR Digital Award and special prize from the ANDRH (French national association of HR departments) – aims to improve worker mobility by taking their place of residence into account. When a new job vacancy opens up in a nursery, journey calculations are performed and information is circulated to employees who might be interested in a workplace closer to home. “With this application we have doubled the amount of staff mobility,” notes Charley Beaudouin. “This is an important factor in retaining talent and has a positive impact on reducing the carbon footprint of employees.”

An agile data platform, essential for international expansion

Babilou Family acts both as an operator, owning nurseries outright, and as a distributor, with a network of owners of partner nurseries. This way of working generates a need to exchange and analyze data. For this, the group again uses APIs and web services. “As soon as a new partner joins our network, we can very quickly connect them to our group’s information system using the ‘plug and play’ mode, capture their data and offer them turnkey business management tools, alongside the first key indicators,” says Charley Beaudouin.

This agile operation is also very useful for the group's international expansion, as Babilou Family already conducts 60% of its business outside France. Qlik dashboards were rapidly deployed in Germany, Luxembourg, the Netherlands, Singapore, the United Arab Emirates and the United States, benefiting from capacity licensing in some cases. The combination of distributed application access and a flexible pricing model enabled scalable adoption across multiple locations.

The international nature of the business brings with it a need to adapt to local legislation and specific requirements on early years management. "We can quickly adapt Qlik applications to highlight different KPIs, depending on the country," explains Charley Beaudouin. This compliance is a recurring theme in the group, which closely monitors occupancy rate indicators to meet legal needs and ensure child wellbeing.

The group is currently embarking on a consolidation process where data plays a bigger role than ever before to manage the different regions globally, communicate better on performance, and get employees on board in a resolutely data-driven culture.

Get more value
from your data with
Talend Data Fabric

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.

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