ANALYTICS

Lintech reduces churn, increases revenue

Migrating to the cloud and getting to the "why" behind the data

Qlik Q

"It's one thing for a BI solution to tell you Who, What, and Where. Qlik gave us the Why behind the data."

Jason Webb, *Vice President of Technology and Sales Ops, Lintech International*

No data-informed decisions without effective communication

Lintech International is a specialty chemicals distributor that sells products used in coatings, adhesives, rubbers, plastics, and composites. After four decades in business, the company has grown a large, national network of clients, which it serves with 12 warehouses across the United States.

As a distributor, Lintech holds a unique position in sharing data between suppliers and customers. Vice President of Technology and Sales Ops Jason Webb says that any supplier can obtain material and ship it, but suppliers and customers alike want something more: transparency. "While we may be in the business of selling chemicals, we have also come to the realization that we are in the business of distributing data," Webb says.

Coming to that realization took time. Several years ago, Lintech wasn't as data-driven as they could've been, and they wanted to create more strategic alignment across the organization. They also wanted to understand their business as suppliers saw it, but Lintech's CRM and ERP systems couldn't help them do that.

Other issues arose from sharing information mostly via email and MS Excel spreadsheets. When it came time to generate quarterly business reviews for suppliers, even full-time staff members did not have time to manually create reports for their entire supplier network.

Early success paved the way to take analytics further

Lintech began working with Qlik Sense in 2016, with a focus on

Solution Overview

Customer Name
Lintech International

Industry
Chemical distribution

Geography
United States

Function
Operations

Business Value Driver
New Business Opportunities

Challenges
- Executive decisions were based on perceptions unsupported by data
- Reporting and communication were limited by spreadsheets and email
- Needed to expand the use of analytics beyond commercial teams

Solution
The company's initial success with Qlik Sense led it to explore new capabilities, such as predictive analytics, offered in Qlik's cloud environment, Qlik Sense SaaS.

Results
- Better understanding of business relationships reduces churn and adds millions in revenue
- Data-driven decision-making, with greater data literacy across all teams
- Easy communication of insights internally and with external partners

its commercial teams. The company saw immediate results: The team used Qlik to view trends in customer data, and in the first year, reduced customer churn by 10%, equating to millions of dollars of additional revenue. Using a Qlik partner's writeback extension also allowed sales reps to supplement Qlik's analytics with their own commentary. Qlik presented data to sales teams in meaningful ways, and leadership could easily access the data necessary to direct the business.

The commercial team's early success with Qlik Sense drove the company to find additional ways to harness the power of their data. Lintech executives were intrigued by the additional capabilities of Qlik Sense SaaS, beyond visualizations. Moving to Qlik's cloud environment would allow the company to take advantage of Qlik's predictive analytics capabilities, and more easily bring analytics to operations, finance, human resources, and other business units. In October 2022, Lintech began its move to Qlik Sense SaaS.

"They're constantly moving forward," Webb says of Qlik. "Every time we turn around, they've upgraded the system and added new features. It keeps us engaged, and we feel like it's a great partnership, because Qlik is advancing in the ways that Lintech wants to advance."

Qlik Sense SaaS helps Lintech International stay ahead of the game

Migrating to a SaaS environment has paid dividends in bringing BI to other areas of the business, like HR and operations. Historically, HR relied heavily on manual processes, but with Qlik, HR can now apply insights to employee onboarding and review processes, which in turn improves retention and engagement rates.

Prior to moving to the cloud, Lintech lacked an effective way to track missed scans on outbound shipments. Easy access to performance metrics via Qlik dashboards allowed warehouse site managers to reduce the missed scan rate from 8.3% to 2.3% within 30 days, and now down to under 1%.

These dashboards also connect small, isolated teams to the goals of the larger organization. "It doesn't take much to get people to engage in a data-literate environment," Webb says. "The data just needs to be relevant for them."

To eliminate the potential for dashboard fatigue, Lintech uses Data Alerts, which limits notifications to the events that truly need attention. Other Qlik automations save time, as in the case of the hundreds of automated reports generated monthly through NPrinting. With no extra effort, Lintech provides monthly reports to every supplier. All internal data communication also happens in one place: Qlik.

Migrating to Qlik Sense SaaS has provided a foundation for Lintech's further expansion into the cloud. Having already reduced churn, Lintech wants to analyze the factors that drive business relationships. "We are excited to use Qlik AutoML to take the data further upstream and see how we can affect churn before it becomes a problem," Webb says. Predictive analytics will add that much more value to Lintech's business, allowing them to react to market conditions before they even occur.

The keys to success

10% reduction in customer churn

millions in additional revenue generated from reduced churn

"It's about leveraging systems to create new views into the business, using human intelligence to modify and add commentary to those views, and getting smarter as an organization using all the resources available."

Jason Webb, VP Technology & Sales Ops, Lintech International

Qlik Q®

About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik offers real-time data integration and analytics solutions, powered by Qlik Cloud, to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik serves more than 38,000 active customers in over 100 countries.

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