

Using data to scale: Vromo



2.5 working days saved per month on previously manual processes.



Securing investor trust by building a data driven business.



Enabled performance visibility, driving the streamlining of processes made 6x quicker with kleene.

About

Vromo are the world's #1 software for restaurant food delivery, helping restaurant partners operate the most efficient delivery solution at scale. Vromo automates the entire delivery operation across multiple sites, geographies or delivery partners to ensure the most efficient solution in place. Gaining a single customer view was integral to Vromo in order to understand their customers and deliver an exceptional brand experience.

The implementation of Kleene has given the team access to business critical data, when they need it to allow them to support their customers and fast track growth.

"Accessing a single customer view across the business; customer number, revenue and orders, has been the biggest impact of Kleene. With this information and a clear data infrastructure, we can answer investor questions with confidence. We are utilizing the data surfaced to add value to our customers and improve our internal processes, reducing time spent on admin and ensuring accuracy across the board. Our experience couldn't have been better – specializing in working with scale ups, Kleene are able to provide advice to their clients, continuously adding value and going the extra mile."

Rashmita Khimji
Finance Director, Vromo

The Challenge

Numerous sources of siloed data

Vromo needed to automate the process of collating valuable business data and extracting value. Numerous operational systems had been implemented across the business, each of these producing valuable data from an analysis and insight perspective. The previous manual process was extremely time consuming, whilst also open to risk of error.

The Solution

Automation of data pipelining

Kleene eliminated the manual process Vromo were undertaking through the automation of data pipelining, and gaining access to insight with Kleene SaaS.

The Results

Gaining speed to insight

Automation of reporting has enabled Vromo to gain instant insight on customers, orders and cancellations. Prior to Kleene, the team at Vromo were reliant on multiple spreadsheets to manage their data.

“Kleene has reduced the time spent on admin – we no longer spend days in spreadsheets, giving us more time to focus on driving decisions from the data and developing the product.”

Automating the reconciliation of accounts

The process of reconciling accounts is now 6x quicker with kleene, saving 2.5 working days per month. Before, the finance team would undertake a manual process of downloading, uploading and combining multiple spreadsheets. This was a tiring and laborious process, open to human error. With Kleene, the process is simple, automated and accurate, providing trustworthy data, instantly updated without any manual administration required, saving time and money.

Understanding business metrics

Kleene has provided visibility of performance, enabling management to streamline processes for each department. Kleene has enhanced the sales process and streamlined how the pipeline is managed. Further to this, the data and analysis generated has led to improvements in both business operations and customer onboarding.

“I’m data driven – I’ve seen how it supports all departments, not just finance. As Director of Finance it’s my responsibility to ensure that all departments are meeting their KPIs. With Kleene I can easily set the metrics and see the data to support them, building a data driven environment in the team.”

Building a data driven business

With a structured, organized data infrastructure, customers are instantly classified and the performance of customers and regions are measured. The implementation of Kleene has enabled all departments to recognise and review departmental metrics and gain a holistic view of customer performance.

“Our data backs up all of our decisions and informs our KPIs. As we continue on our data journey, we’ll soon be able to set the top 10 metrics and give all management access to the dashboards. As a result of Kleene we have been able to spot missed opportunities and understand gaps within our business.”

The Kleene vision is to make business insights a commodity, not a privilege. We combine all data sources in one place, translate them into one language and organize everything to make it easier for your teams to work with.

Trusted by the world’s most
data-driven companies



Huel®



LUCKY
SAINT

moonpig

Get started with Kleene today

Set up takes a few minutes and a world of insights awaits.
Simply get started for free!