



---

Cloud service for managing  
your company's standards,  
business processes, and  
personnel



## Answer a few questions before you start reading our booklet:

---

		Yes	No
<b>01</b>	Does my company have operating standards and regulations?	<input type="checkbox"/>	<input type="checkbox"/>
<b>02</b>	Are the standards in my company unified and formalized?	<input type="checkbox"/>	<input type="checkbox"/>
<b>03</b>	Do all employees have knowledge of standards and regulations?	<input type="checkbox"/>	<input type="checkbox"/>
<b>04</b>	Am I sure that every employee of my company complies with the standards and regulations?	<input type="checkbox"/>	<input type="checkbox"/>
<b>05</b>	Do I know what is the reason for not meeting the company's standards or violating the business process algorithm?	<input type="checkbox"/>	<input type="checkbox"/>
<b>06</b>	Do I know which business processes in my company are relevant and which need to be abolished or modernized?	<input type="checkbox"/>	<input type="checkbox"/>
<b>07</b>	Do I know which segment of my business requires additional investment?	<input type="checkbox"/>	<input type="checkbox"/>
<b>08</b>	Do I know who's in my team and who needs mentoring?	<input type="checkbox"/>	<input type="checkbox"/>
<b>09</b>	Do I understand how to motivate staff to perform their professional tasks effectively?	<input type="checkbox"/>	<input type="checkbox"/>
<b>10</b>	Do I know how to make sure that the contractors meet the terms of the contract?	<input type="checkbox"/>	<input type="checkbox"/>
<b>11</b>	Do I know how to control the execution of processes and get online status information?	<input type="checkbox"/>	<input type="checkbox"/>
<b>12</b>	Do I regularly conduct quality control of business processes?	<input type="checkbox"/>	<input type="checkbox"/>
<b>13</b>	Do I analyze my company's operating results?	<input type="checkbox"/>	<input type="checkbox"/>

# There are many questions, one answer is

---

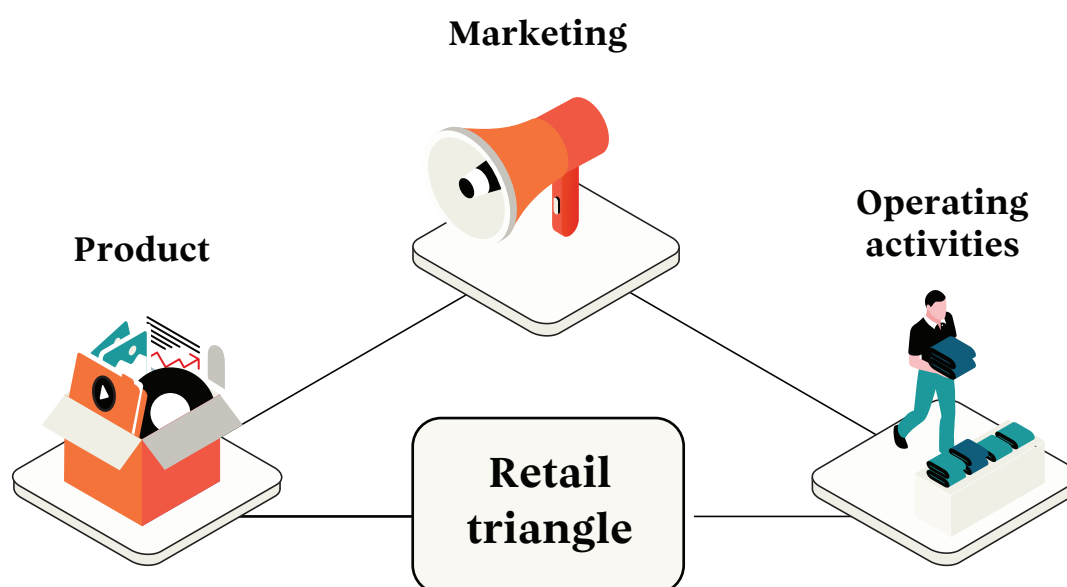
## Operational audit

---

If at least one question you answered "No", then your company has the growth potential. To implement it, you need to conduct regular operational audits.

### Operational audit

An independent business process with a clear structure and strategy, consisting in regular assessment of the quality of the company's operating activities.



Often company executives believe that the main thing is sales and put the control of operational activity on the back burner or even let it go on its own.

This is a big mistake, because all marketing efforts to sell the best quality goods will be in vain, if the operating activities are organized and controlled improperly.

# What is the goal of operational activities

During the working day, the store's employees perform a lot of different actions: layout of goods, printing and placement of price tags, packing, cutting of the product at the request of the customer, etc. The speed and quality of these actions largely determine the store revenue.

Of course, these processes and operations are repeated day after day, and it would seem that they should be performed automatically. Unfortunately, a person remains a human being, and often there is an opposite effect: automatic actions relax attention, and some operations may remain unfulfilled, for example, the packages for customers are not laid in time, or the labels on the scales in the zone of fruits and vegetables is not replaced and the sale of these products depends very much on these commodity lines.

## Retail network

Unites the supplier and the buyer, the added value is created by service, which is provided by operational activities. In fact, its quality determines the profit of the store, and to control this activity, you need to conduct the operational audit.

**Service provider  
or store**



- Logistics
- Stocks
- Relationships
- Joint resources

**Operational  
business processes**

**Added value**

**Consumer**



- Assortment
- Purchasing experience
- Price model
- Customer relations

# What are operating activities

Obviously, the list of operations that ensure the functioning of the business is individual for each company, but if we compare such lists of several different companies, we can see similarities. All operations are divided into two types: basic and supportive.

Their names speak for themselves:

**01**

## Basic

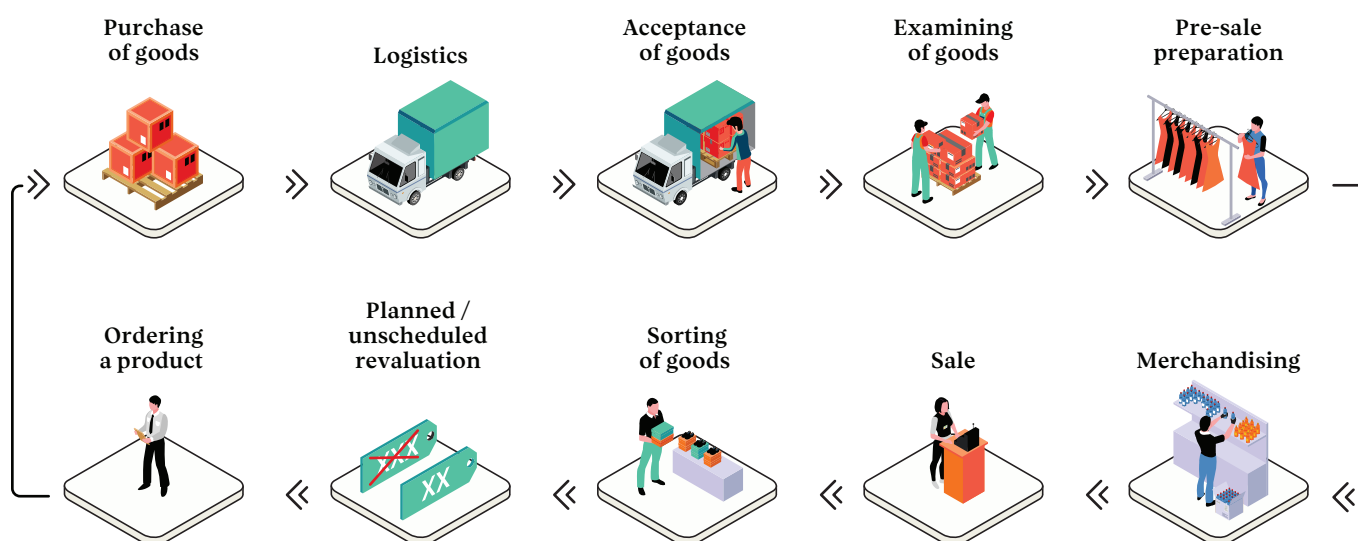
Basic operations are the backbone on which the business is built and without which its operation is impossible

**02**

## Supportive

Type of transactions intended to maintain a company's image, provide a competitive advantage, etc

The following cyclical scheme can be presented as an example of basic operations for companies from different fields of activity:

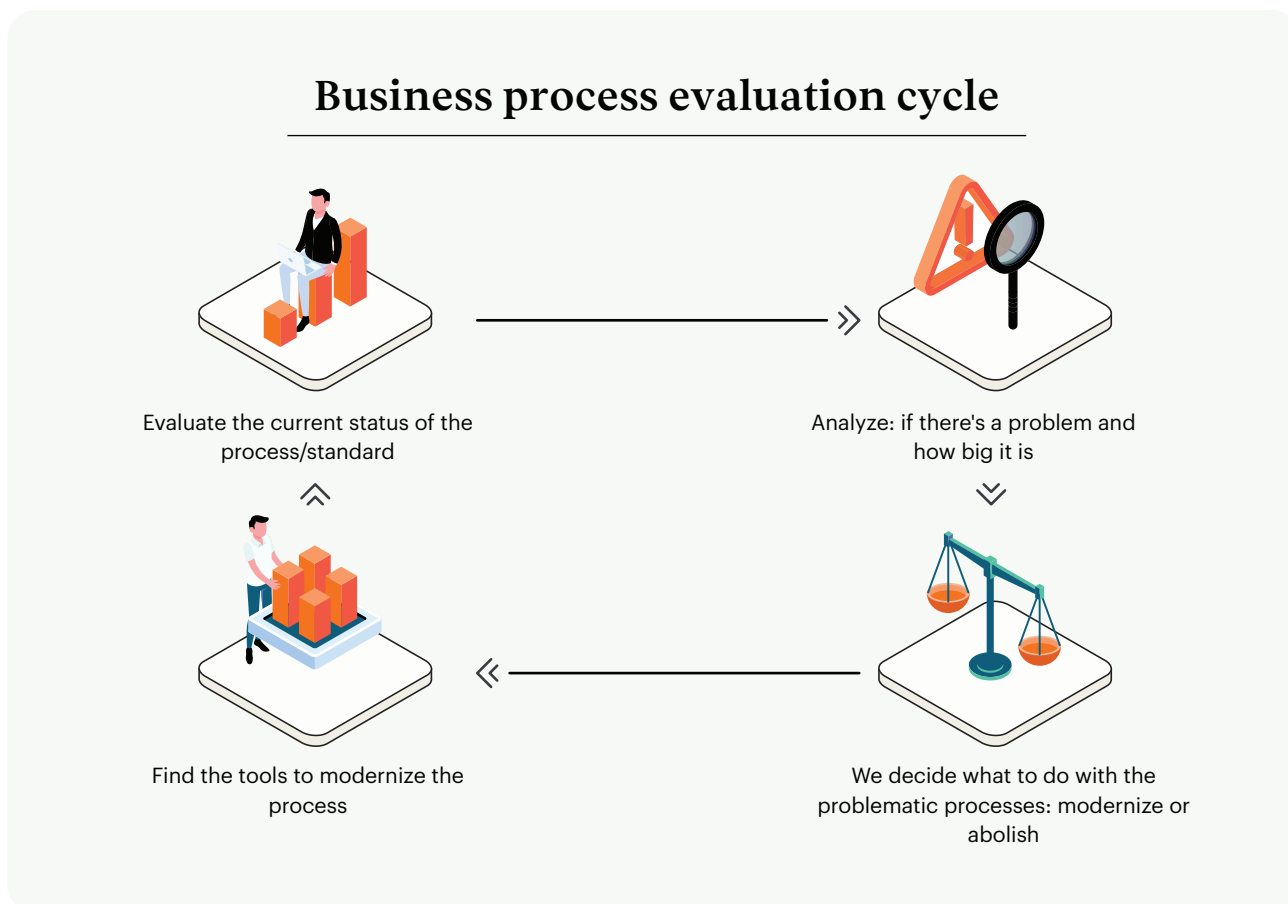


Examples of supporting operations include: promotional design of shop windows, stores, organization and holding of promo-events. In large retail chains the number of such processes can be hundreds, and the quality of each of them depends on the revenue of the store. It's not always easy to find out exactly where the "failure" occurred.

You can get accurate information about bottlenecks with the help of operational audit.

# How does operational audit work?

To understand what's wrong with a business process, you need to break it down into key stages and assess whether the actions are performed correctly on each of them.



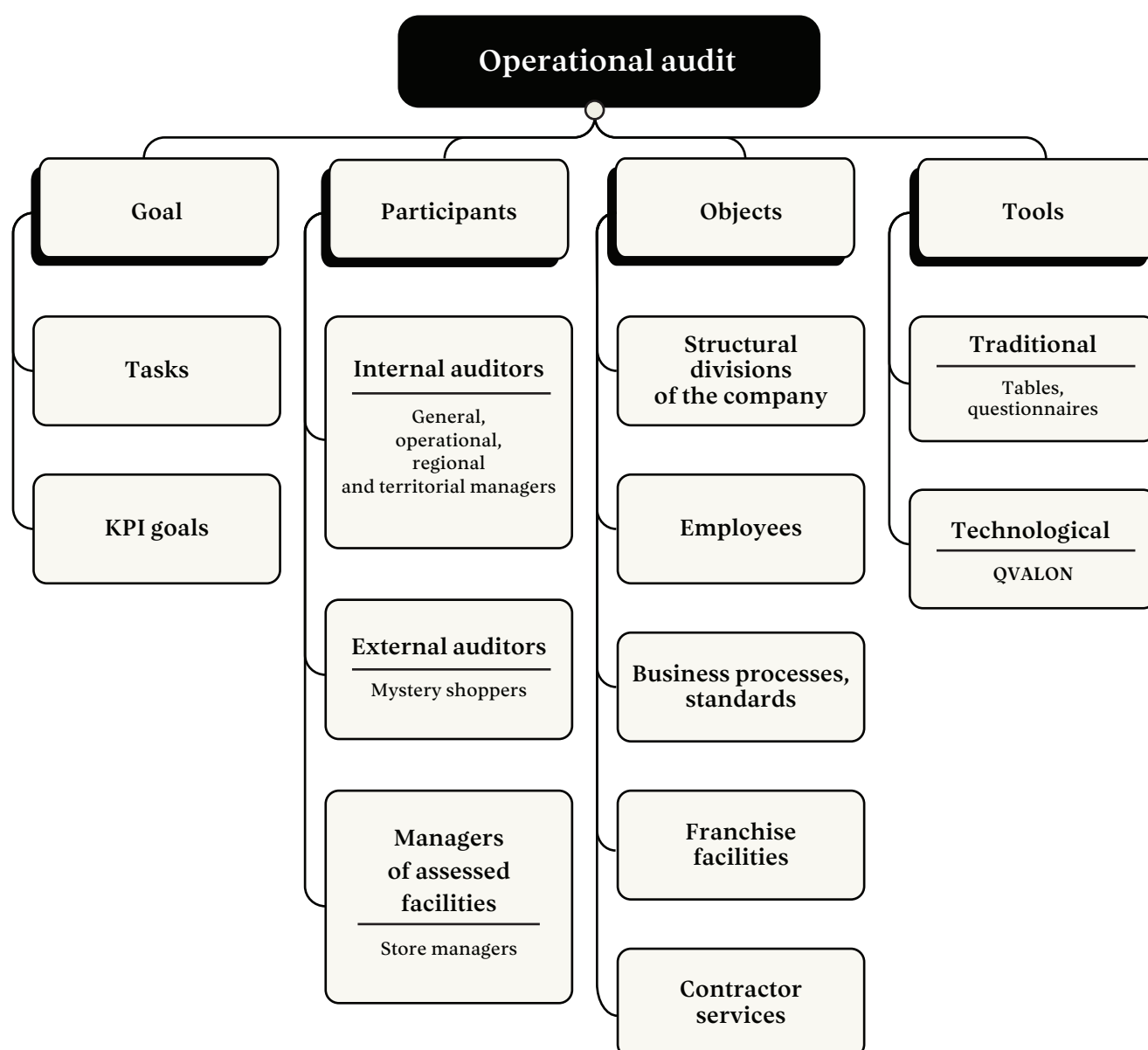
**Ironically, the fact is:** despite high requirements to the quality and standards of operational business processes, which provide a leading position in the competitive segment, this area of activity of companies is still the least digitized, in contrast to other areas, such as accounting and financial.

## QVALON System

Profile service, the task of which is to digitize the result of the company's operating activities and show the «development zones», which can guarantee to achieve strategic goals

# Structure of the operational audit

Operational audit can be safely called an independent business process, which has a clear, logically verified structure and all the classic features of the business process:



For reception of the maximum efficiency from introduction of operational audit as well as when working with other business processes, the system approach to its organisation, and the awareness of the need for implementation are required.

# Evolution of need in the technological operational audit

When a business takes its first steps, the manager personally tries to participate in almost every process. He knows very well how to perform certain operations, can explain and show his subordinates the algorithms of process execution, and then, somehow, control the personnel about the quality of operation execution. Monitoring at this stage of business development will be carried out in person or by phone, the results are recorded on paper and recommendations for improvement are given orally.

As the company grows, there are additional processes that require description and standardization, new people who need to explain how the company's operations are organized and what requirements are put forward for the execution of business processes. The manager simply does not have time to go deep in detail and devote time to describe all processes, spot training of new employees and quality control of operations. And he understands that if we let the process of training personnel standards on their own, to weaken control, the employees will work in half, and this is the loss of profit. If you continue to personally engage in training and close supervision, you can miss out on other important strategic tasks, which is again the loss of profit.

To keep the staff's knowledge of standards and processes up to date, to have online information about the quality of operations in the most remote stores of the network and to have time to solve many parallel strategic tasks you need to look for a universal technological tool that will cover all the above needs, get rid of paper routine, help to effectively manage the increased organization. There is such a tool, and it is the QVALON system.

	None	Subjective	Forms + Excel	Automated
<b>01</b> Visit planning	—	—	Outlook	
<b>02</b> Conducting an audit	—	—	form	
<b>03</b> Recording the result	—	notebook	form	
<b>04</b> DM task setting	—	notebook	notebook	
<b>05</b> Execution control	—	—	notebook	
<b>06</b> Statistical analysis	—	—	Excel	
<b>07</b> Control by the auditors	—	—	—	



# QVALON is a modern, technological tool for conducting operational audits

---

## ✓ What problems does QVALON solve?

Difficulty of control over operational processes at remote retail facilities	Self-check function or connection to the system of external auditors (mystery shoppers) eliminates the need for personal visits to each facility for verification
Human factor: auditor may forget to check something, formally accept the audit or be biased	A clear list of questions will remind everything, and the need to confirm the answer with a photo will increase the objectivity of the answer
Auditors negligence: employee can "perform" an audit without leaving home	The system will not allow you to start checking if the auditor is outside the store. Geoposition control is used for this
Low staff productivity	Thanks to regular audits, the staff will be in good
High training costs for staff	MD Audit helps to train employees, because when working with checklists you need to have up-to-date knowledge of the accepted company standards and business processes
Inefficient use of time of auditors and analysts. Paper-based and spreadsheet audits take a long time to gather information and bring it to an acceptable form for analysis	QVALON is a digital system, which means that the data is available in the analytics system immediately after the audit

# Benefits from using the system



Speed of information acquisition: results of inspections are available immediately after they are carried out, real-time communication between audit participants, analytics based on



Reliability of information: control over the audit location by means of geolocation, exclusion of fake photos (possibility to attach control photos taken only in QVALON



Process automation: planning visits, checklist audits, checklists processing, mailing, notification, formation of analytics based on checklists



Revenue growth in sales points by 3-7% due to attraction of new and retention of standing customers thanks to the maintenance of the exterior and interior of the retail facility



Ease of operation: all the tools of verification, control, communication in one device. Working with documents, files, photos without binding to a desktop computer



Optimization of personnel working time: time saving on filling in paper forms, collecting and processing data on inspections and photo reports, data analysis



Cost optimization: savings on paper forms, hired auditors, inefficient staff, inefficient partnerships



Relevance of information: checklists always contain up-to-date data for the personnel according to the approved company standards and processes



Large-format analytics: tabular, Power BI by process, standard, auditor, performer, facility for any time period



35% increase in auditor productivity due to the digitalization of the audit process and the convenience of using the system



Increase of labor productivity of audited facilities due to regular audits and current work control



Accuracy of information: automated data array processing with the exception of the human factor



Increasing the number of loyal customers (NPS) by 15% by improving the service quality



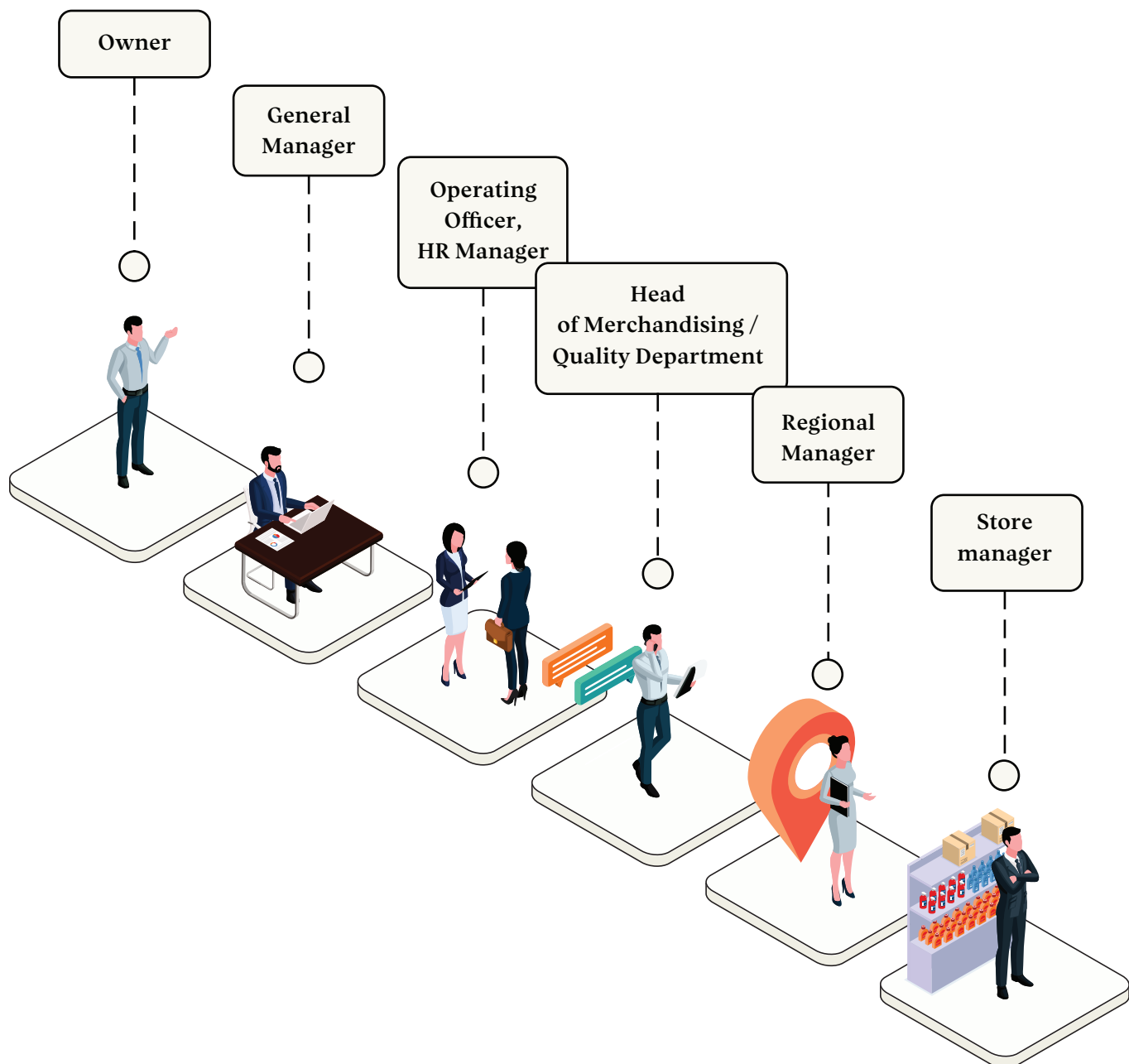
Consumer satisfaction index (CSI) increased by 20%



VoC index increase (voice of consumer) by 22%

# Who will benefit from QVALON System

The system is a universal tool for quality control of the processes of different company services and departments. Each of the executives will benefit from using QVALON.



# Company Top Management

---



## For the owner

---

- ✓ Ability to quickly get information about where the business is losing money, what you can save, where to optimize, what to invest
- ✓ Understanding how the business works in comparison to its competitors, what they are better at, how to best them and how to get closer to their results
- ✓ The opportunity to be in the market trend, maintain the image, keep up with the competitors (to be equipped with new advanced

## For the SEO

---



- ✓ Tool to understand whether the actual situation in the company is in line with its strategic goals
- ✓ Ability to control and analyze the dynamics of the current strategic tasks execution
- ✓ Ability to quickly get ratings on the efficiency of the company's departments
- ✓ Tool for analyzing data at any level: from store to company level
- ✓ Ability to evaluate the effectiveness of top managers

# Retail department

---



## For the COO

---

- ✓ Tool to assess the standards quality in any context: stores, regions, divisions, company
- ✓ Ability to influence key KPIs with the help of specified criteria in checklists
- ✓ Tool to form a rating of business processes allowing to identify the most vulnerable items
- ✓ Tool for organizing and controlling the auditor's activities. Ability to see the logic of planning audits, to know where audits are conducted (in stores / not in stores) (formally / responsibly, high / low quality)
- ✓ Ability to see and evaluate the performance of divisional and regional managers



## For the divisional/regional manager

---

- ✓ Tool to control the elimination of comments on checklists and photo reports
- ✓ Possibility to create thematic checklists with the company's standards
- ✓ Tool for communication with the personnel within the framework of the set tasks
- ✓ Ability to provide the performer with a reference version of the standard implementation "as it should be" (text comment, photo)
- ✓ Ability of direct communication with personnel without using third-party applications
- ✓ Tool for timely information on problem stores, system problems that hinder sales, implementation of planned KPIs



## For the store manager

---

- ✓ Ability to download any checklists in PDF or Excel format, share them with the store staff to familiarize with the standards and evaluation criteria
- ✓ Ability to independently audit the store, identify development areas, eliminate errors before the arrival of auditors
- ✓ Tool to help you always keep a list of current tasks in view

# Department managers

---



## For the head of security

---

- ✓ Tool to control the compliance of the network staff and outsourcers with the standards for the preservation of the commodities and materials
- ✓ Ability to quickly generate reports, ratings on violators
- ✓ Tool to control the quality of performance of contractual relations by contractors (PSC)
- ✓ Ability to optimize your budget without losing the quality of services
- ✓ Ability to minimize claims work with contractors (PSC)



## For the HR Manager

---

- ✓ Tool for evaluating the effectiveness of the company's personnel by compiling ratings based on the results of audits and analysis of the executive discipline dynamics
- ✓ Ability to have a base for formation of motivational package based on ratings
- ✓ Tool for formation of the company's talent pool
- ✓ Ability to minimize fines for violation of labor protection requirements, labor legislation due to compliance control with human resources management rules in chain stores and regional offices
- ✓ Ability to optimize payroll



## For the Marketing Manager

---

- ✓ Tool to control the execution of Promo Calendar events by stores
- ✓ Tool to control the preparation and sale of shares
- ✓ Tool for monitoring the implementation of standards aimed at forming and maintaining the company's image



## For the Administrative Manager

---

- ✓ Ability to minimize fines for violation of trade rules, fire safety by network employees
- ✓ Ability to minimize claims work with lessors, lessees, subleaseholders
- ✓ Tool to control the availability and relevance of statutory documentation in the chain stores.



## For the CFO

---

- ✓ Ability to minimize fines for violation of the rules of primary cash records management in the chain stores
- ✓ Ability to minimize fines for violation of the rules on settlements with customers
- ✓ Ability to minimize fines for violation of the rules of cash register equipment operation
- ✓ Ability to optimize payroll



## For the Head of Merchandising Department

---

- ✓ Tool for collection and analysis of photo reports, assessment of compliance with presentation standards
- ✓ Ability to create tasks by photo reports, filter photos received from stores by necessary parameters, provide the performer with a reference version of the implementation of the standard "as it should be" (text comment, photo)
- ✓ Ability to fix errors in photos, commenting on defects in the comments window, returning tasks to the performer for elimination of comments
- ✓ Tool for viewing the number and list of stores that have performed the task

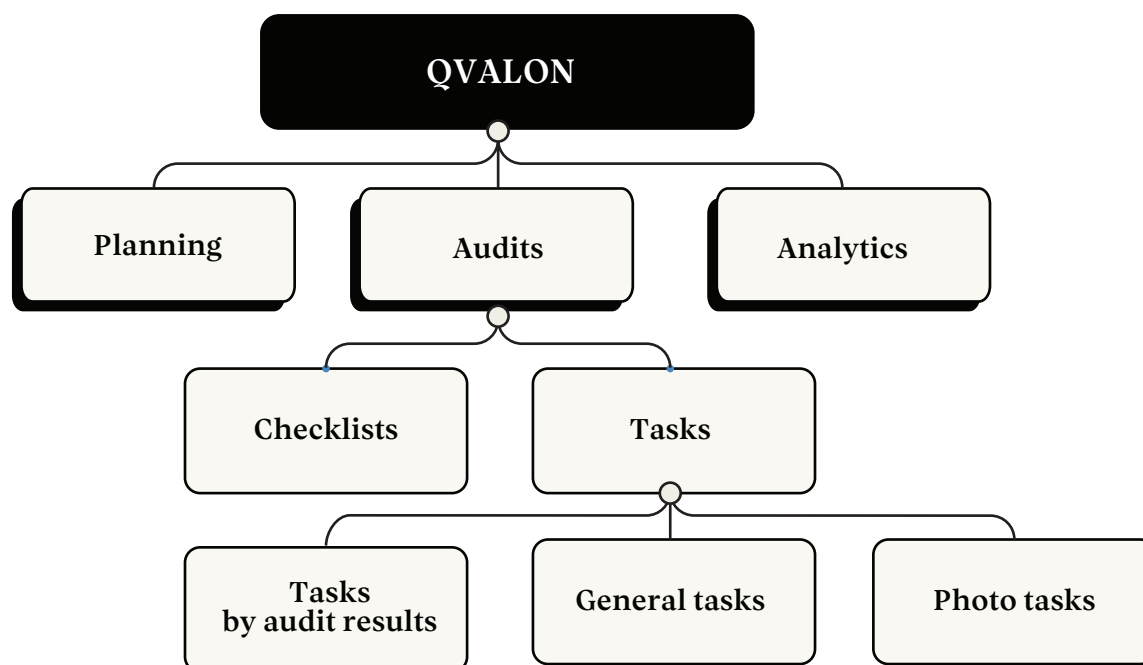
# QVALON — Mobility and Efficiency

---



QVALON is a modern system that uses all the power of mobile technologies. It's not tied to desktop computers or corporate networks. You can use it in any convenient format: in the mobile app or web version. Internet access is enough!

**QVALON — all management tools in one device**





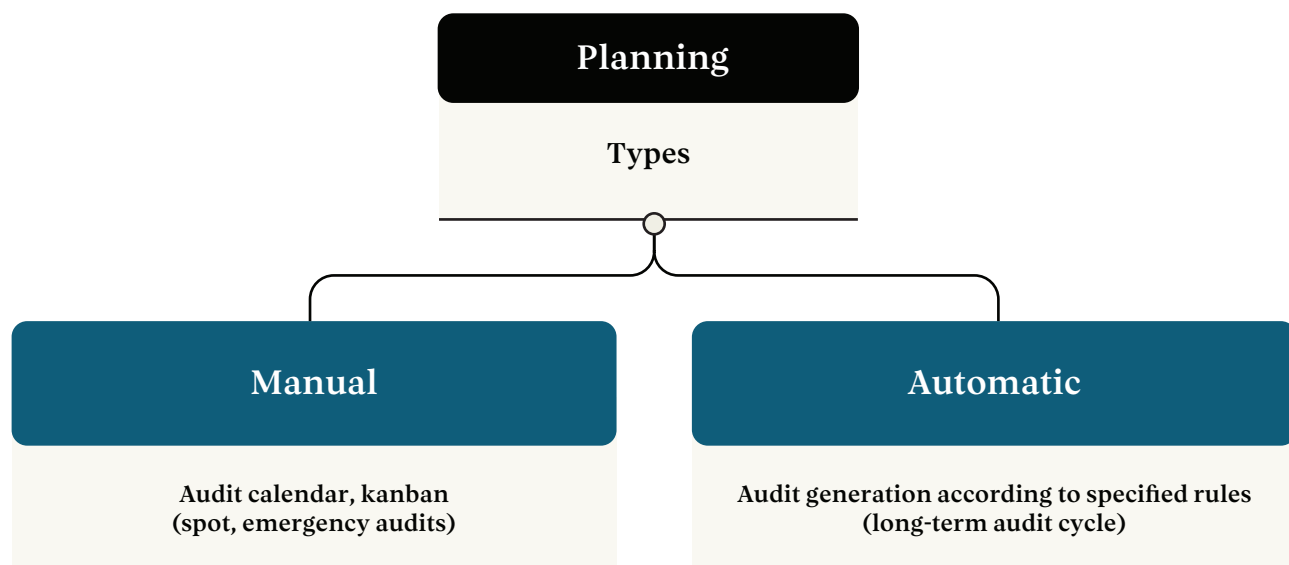
# Planning

---

Effectiveness of operational audit depends largely on the regularity of its performance. A single audit will allow to identify and correct only the current shortcomings in the company's work, and it is possible to get more detailed information only by dynamic monitoring of the situation. This requires regularity, which is ensured by planning.

The second is the human factor. We're so arranged, we can't remember everything. If the head of the company simply sets the task to regularly conduct monthly audits in all stores of his retail network, sooner or later, one of the performers will forget something. To prevent that from happening, you have to plan the audits.

## QVALON has two modes of scheduling audits

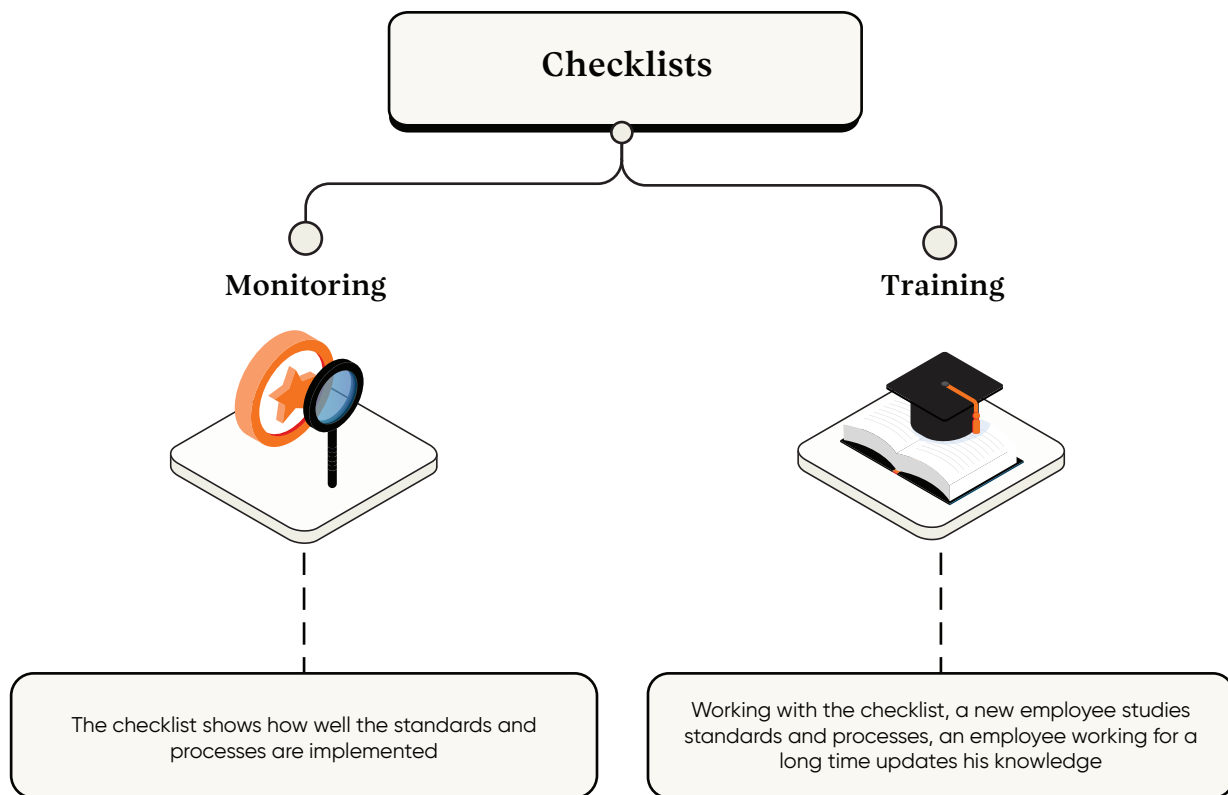


The system allows to plan not only your work within the audit, but also to organize the activities of subordinates. Having a plan of audits, no employee will forget to carry them out, so all deviations from standards, processes, gross violations, significant failures in work will be timely identified and eliminated.

# Checklists

## Checklists

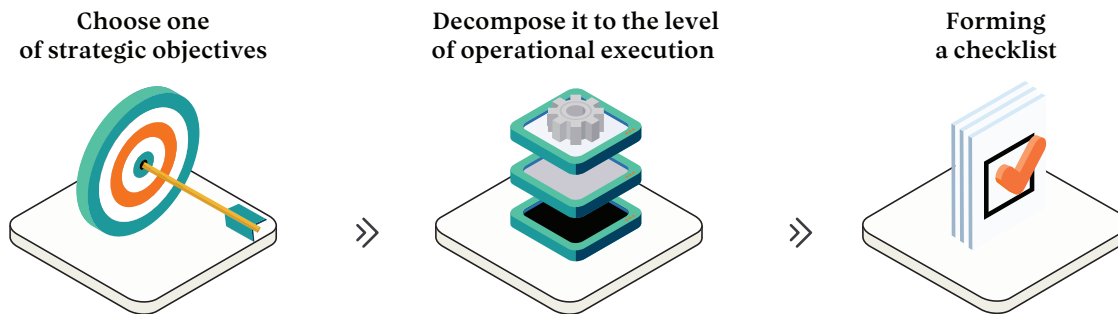
A convenient and effective tool for monitoring and evaluating the quality of business processes/standards performance. Their use also contributes to the process of staff training in the context of regular changes in the current situation.



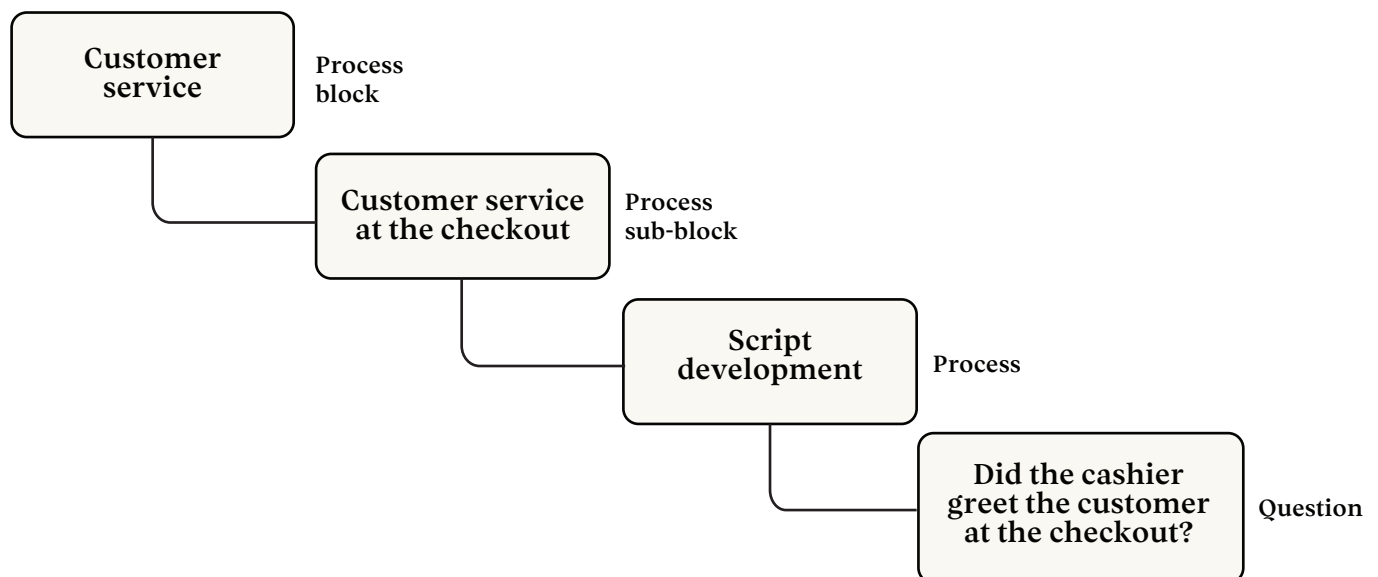
All changes in the company's standards are immediately reflected in checklists. The staff member sees these changes, such as a new question, and this encourages him to review the updated information. At first glance, making a checklist seems like a simple action: it's enough to make a list of questions related to the work of the company, that's all.

Some even try to look for ready-made checklists on the Internet. That's a big mistake. Each checklist must be customized, as each company has its own unique processes, standards and approaches to the organization of operations. It is important to know and take into account methodological algorithms and rules of checklisting before implementing this tool in the work.

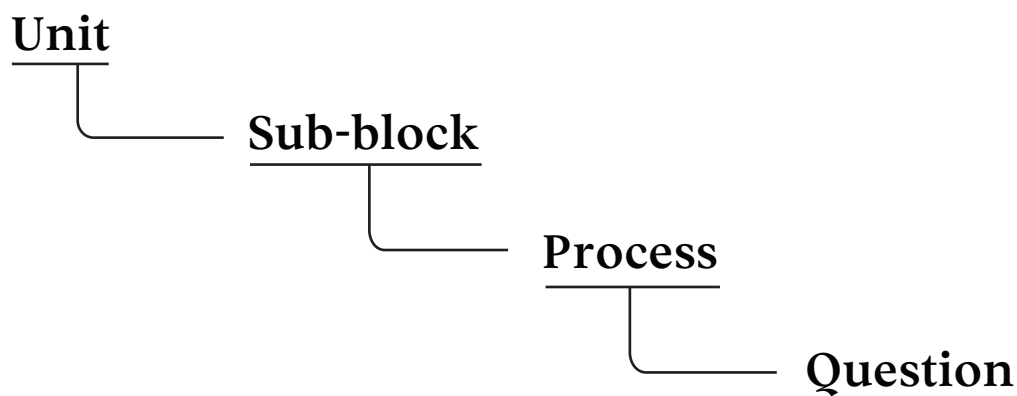
## Checklist algorithm:



As an example, let's consider decomposition of the goal of increasing NPS:



The logic of QVALON checklist builder is according to a clear process hierarchy. Thanks to such hierarchical structure there is a possibility to form through analytics on all processes.



# Wide opportunities for checklist management

In QVALON you can create your own thematic checklist templates, edit them according to the relevance of your tasks, or use standard templates. For each checklist template it is possible to set individual settings and access levels. The number of checklists and questions in them is not limited.

Questions also have individual settings:



mandatory / optional



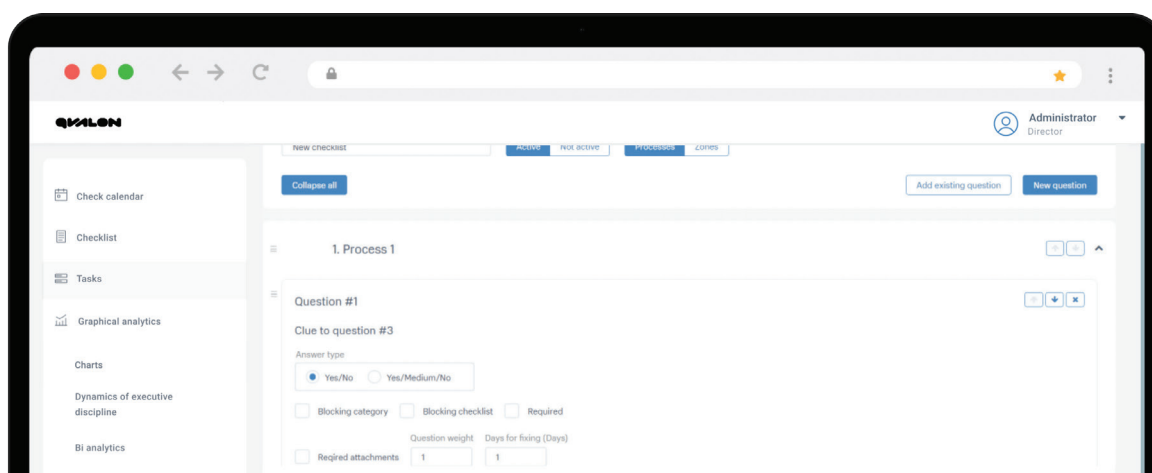
blocking the checklist or the entire category



with attachment / without attachment



with adjustable weight / by default



System provides 4 modes of evaluation calculation:

**01** | Percentage

**02** | Consolidated

**03** | Weighted

**04** | Extended weighted

You can choose the most suitable one for your tasks.

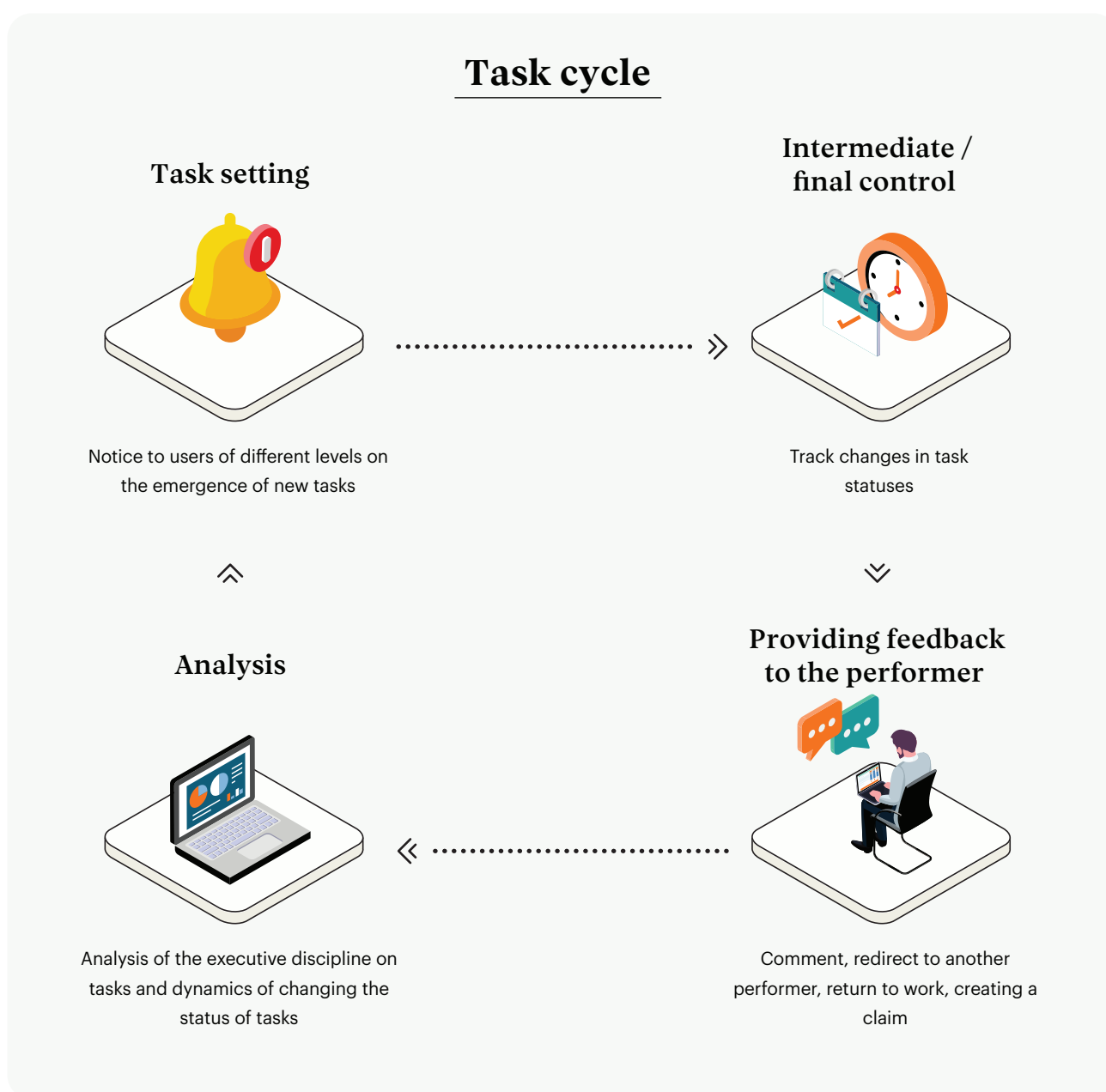
For example, it is more convenient to use the consolidated evaluation mode to calculate the motivation, which allows you to form not only positive, but also negative indicators of verification and equate them with the cash equivalent. This way, you can immediately receive a specific amount of bonus reduction / increase.

When setting up checklists, it is important to remember that the rating calculation mode must be unified for all checklists. This is necessary for the subsequent analysis of the results. Otherwise, you will receive data in different formats from different reports, which cannot be correlated with each other.

# Tasks

Traditionally, managers set tasks by e-mail, messengers or even orally. In such cases, there is a great risk that the performer will either not understand the task, as it may be formulated in haste and not reflect the essence of the task, or the employee will forget about it, and then the manager himself will forget about the task.

To prevent such scenarios, QVALON has created a task management module that provides all the important management nuances.



# Task types

System provides 4 task types:

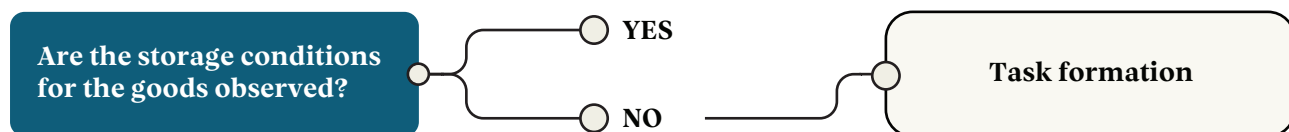
**01** | **General**  
(administrative tasks)

**02** | **Tasks as part of the checklist audits**

**03** | **Photo reports**

**04** | **Surveys**

General, photo tasks and surveys are created by the user himself as needed, tasks within the checklist audits are formed automatically at the moment of verification and detection of deviation from the standards.



## Photo reports

Special task type, the essence of which is to provide one or more photos of the audited object/process. Most often used by merchandisers to control and evaluate the quality of product presentation.

To eliminate the possibility of providing false information in QVALON, users can be prohibited from attaching photos from the device gallery to photo tasks. In this case, the user will be required to take a photo directly in the application at the time of verification.

## Surveys

Another task type is a questionnaire. Surveys are convenient to use to collect statistical information within the company or to check the knowledge of employees.

The system allows to create a complex structure of questionnaires, and then analyze the information obtained:

- one or more answer options
- ability to add comments and tips
- condition for question display and much more

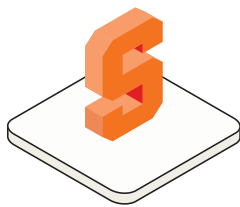
# Task setting process

## QVALON meets the requirements of SMART methodology

---

As we mentioned above, the effectiveness of the tasks depends not only on the diligence of employees, but also on the correctness of the tasks. If the task is not formulated correctly, the performer can simply not understand its essence and, therefore, not to do what was required. To avoid such situations, there is a SMART methodology.

There is no risk of incorrect task formulation when working with QVALON, as the system provides SMART tasks by default.



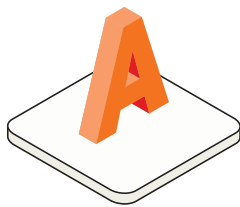
### Specific

You can add a text explanation to the task with a detailed description of what you need to do. You can also attach a reference photo to the task, where the performer will definitely understand what is required of him.



### Measurable

The system requires a minimum number of photos to be taken by the performer.



### Achievable

Tasks in MD Audit are set based on the company's existing business processes, which are apriori achievable.



### Relevant

Tasks are set based on the checklists results, which in turn are formed based on the strategic goals of the company and therefore the tasks will have the same direction.



### Time-bound

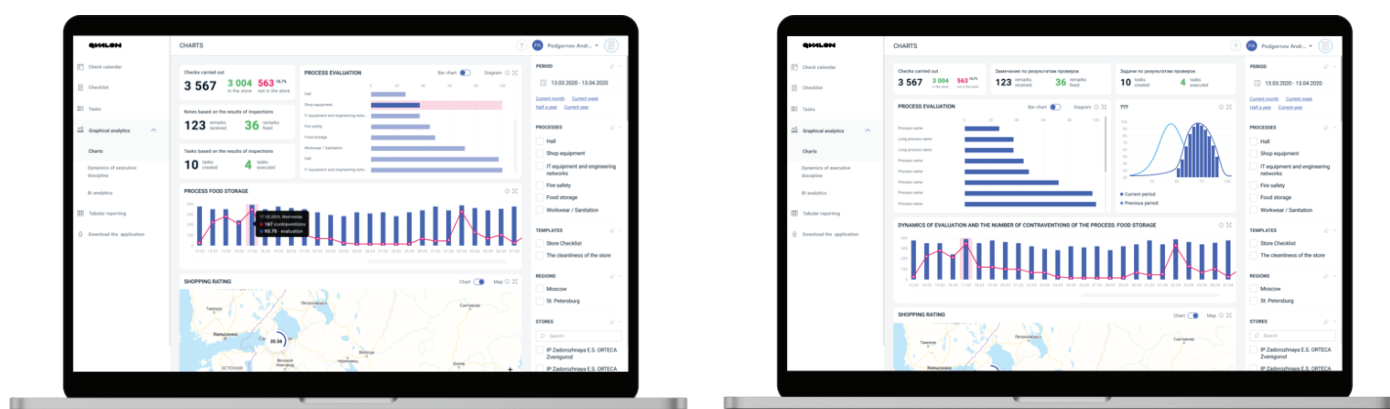
Tasks are set to run on time, and you can keep track of whether the task is closed on time or overdue.

# Analytics

Some managers believe that once a problem has been identified, it is sufficient to set the task of correcting it in any form that is convenient to them. As a result, they do not achieve their goals because they miss an important detail — the need for analysis. By analyzing the data obtained from audits and task testing, it is possible to understand the causes of the problems, their proportion and to adjust the existing work strategy.

QVALON has several types of analytics (tabular, BI, graphical), so you can analyze the audit results in any way you want. There are various types of graphical reports available in the system:

- by checklists
- by assessment changes dynamics in processes
- by processes
- by executive discipline in tasks
- by questions
- by stores, regions, divisions
- by task statuses
- of the auditors (summary report) and others



Each of them has filters with different parameters, which can be used to obtain detailed information on a particular object of analysis. It is possible to build ratings based on analytical data to develop a motivation system, to create a talent pool and many other things.

There are a lot of reports, but not every employee needs all of them to work — a selective approach is needed. For example, it is enough for a store manager to have information about the results of his store and be able to compare it with the results of the region where the store is located. The regional manager needs comprehensive reports reflecting the performance of all stores in his area. COO may need the entire set of reports available for a global or detailed analysis of a company's operating results.

Access to reports is set up by the system administrator. If an employee's position changes, you can always create a list of necessary reports.



# Monitoring

Each report implemented in the system is important and has its own specific task. Some of them reflect comprehensive information on the audit results and are aimed at deep analysis, others allow real-time understanding of the state and timely management decisions. All reports reflect the results of the quality of standards and processes, but among them there is one unique and important, which contains information about the executive discipline of employees. This report is called: "Dynamics of executive discipline", it shows how the tasks set by the audit results are fulfilled.



This report shows the performance situation in both the entire company and in a particular region or store. By analyzing the dynamics of how managers perform their tasks, you will be able to build performance ratings and draw conclusions. For example, if a manager regularly fails to meet the deadlines, it is worth thinking about his rotation, and if he has been doing excellent job for a long time, it is worth thinking about his enrollment in the talent pool or promotion.

The second important tool for express control of the facility is the event feed, which displays the percentage of executive discipline by task, the total number of tasks performed and audits on the selected store. Feed is updated in real time, so you can see the task just set by your manager or the notification of the completed audit.

# Additional services QVALON\*

---



## Methodological support

---

- ✓ Methodology for system implementation
- ✓ Checklist methodology
- ✓ Advanced training for users of different system levels



## Technical support

---

- ✓ Online chats with technicians
- ✓ Expert advice on technical aspects of working with the system



## Business Skills QVALON

---

- ✓ Assist companies in development, formation, optimization, unification and visualization of the business processes
- ✓ Navigator in the field of IT-technologies (help in the selection of IT solutions for business management)
- ✓ Workshops and retail tours

\*A number of services are provided on a commercial basis

# We are trusted by

---



# About the system

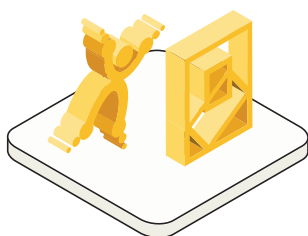
---

QVALON was officially launched on the market in 2015. By the beginning of 2019, the number of user accounts in the system exceeded 50,000. Today our system is in demand not only in Russia, but also in Ukraine, Georgia and Kazakhstan. By 2020, we plan to enter the international market. In 2017, the Ministry of Communications and Mass Media of the Russian Federation included QVALON in the unified register of Russian programs for electronic computers and databases.

## Achievements



Finalists in the Financial Sector Technology Startup Competition organized by the I-Teco Innovation Centre and the Skolkovo Foundation



Received 5.88 points in the "Golden Site and Golden Application 2017" contest in the category "Best Business Application (b2b)"



Won the audience prize in the Go To RetailTech 2017 startup competition



TOP 20 best Moscow IT solutions according to Road Show IT 2018

# Contact us

Regarding the use of the system  
in your company or for partner offers

**Mikhail Pryshlyak**

Head of sales

✉ [mpryshliak@qvalon.com](mailto:mpryshliak@qvalon.com)

Participation in webinars, events,  
exhibitions and Business Skills QVALON  
consulting project

**Irina Ivanova**

Head of Development  
and Methodology Department

✉ [iivanova@qvalon.com](mailto:iivanova@qvalon.com)

Media, advertising,  
information interaction

**Vladimir Maksimushkin**

Online marketing specialist

✉ [vmaksimushkin@qvalon.com](mailto:vmaksimushkin@qvalon.com)

General questions about the project

**Andrei Podgornov**

QVALON CEO

✉ [apodgornov@qvalon.com](mailto:apodgornov@qvalon.com)



17 State street, Suite 4000 New York, NY 10004



8 800 555 67 13



[qvalon.com](http://qvalon.com)

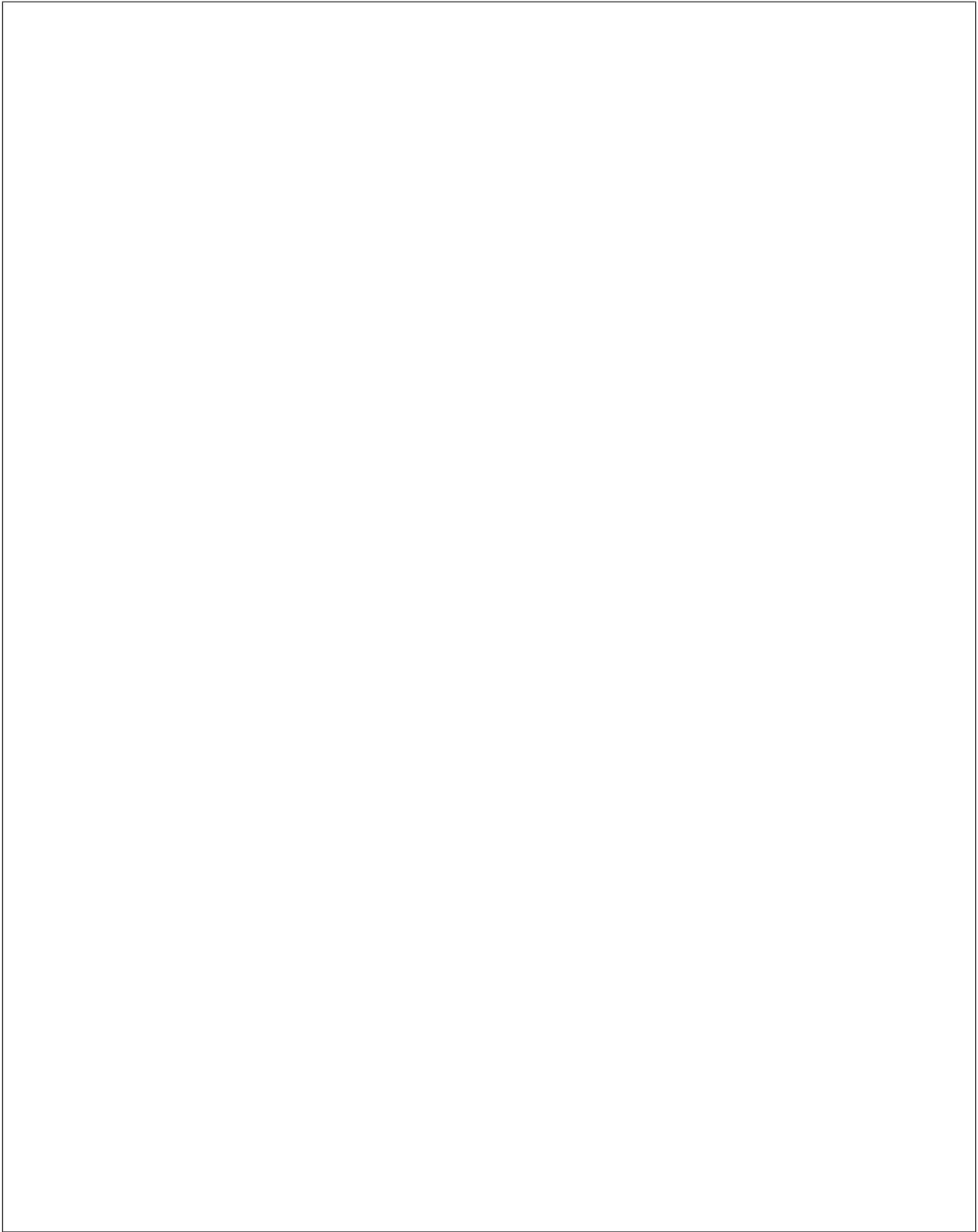


[mdauditapp](#)

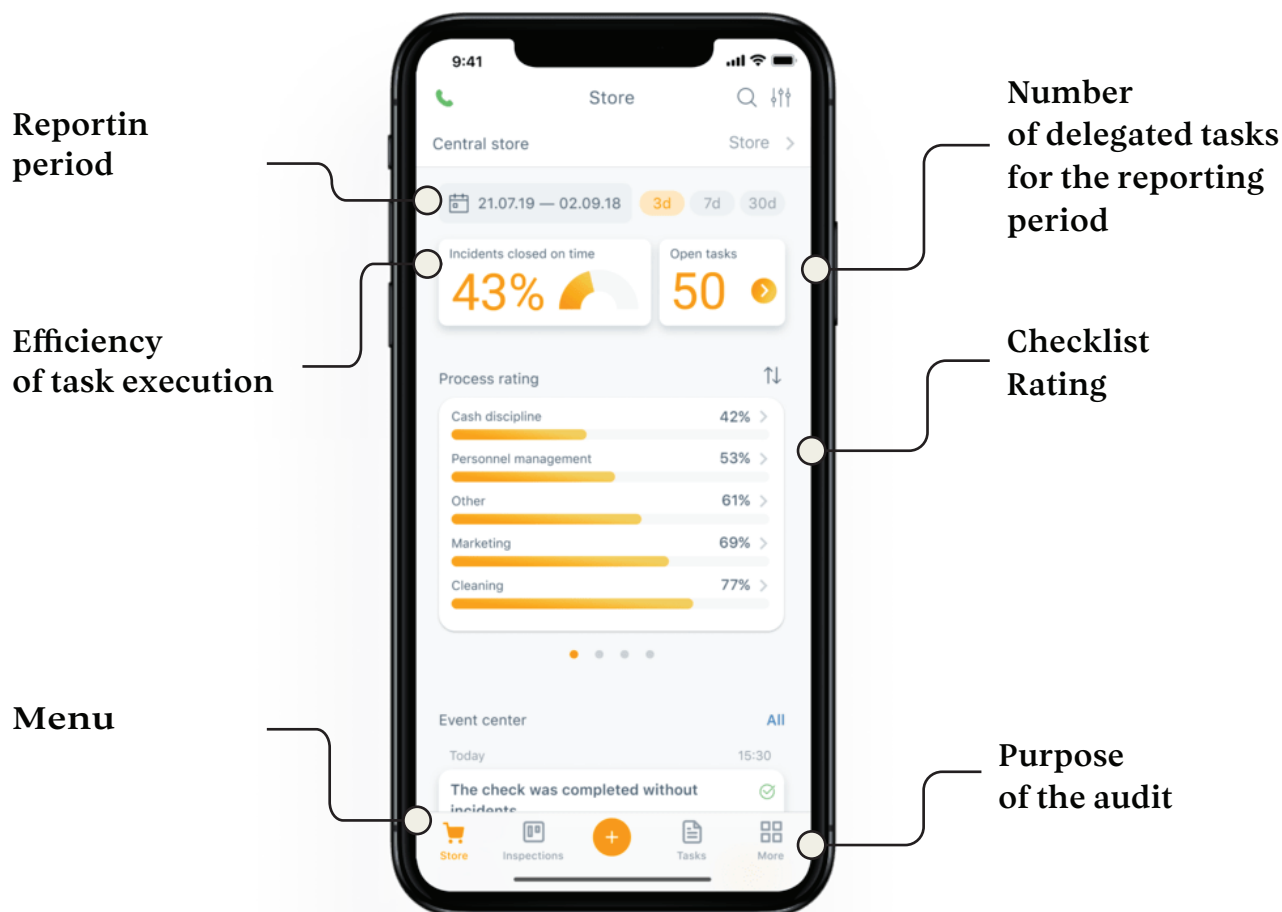


[@mdauditapp](#)

# Notes



# QVALON— Mobility and Efficiency



Take the opportunity  
to get an extended test period of QVALON!

Enter your promo code during registration and get an  
extra week to the free test period

**MDA3EWK**