

# CULTURE CODE

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We grow passionate communities



When I joined Qualifio back in April 2014, the first thing Olivier Simonis said to me was: "The most important thing here is that you fit in with, live and support our values and our culture".

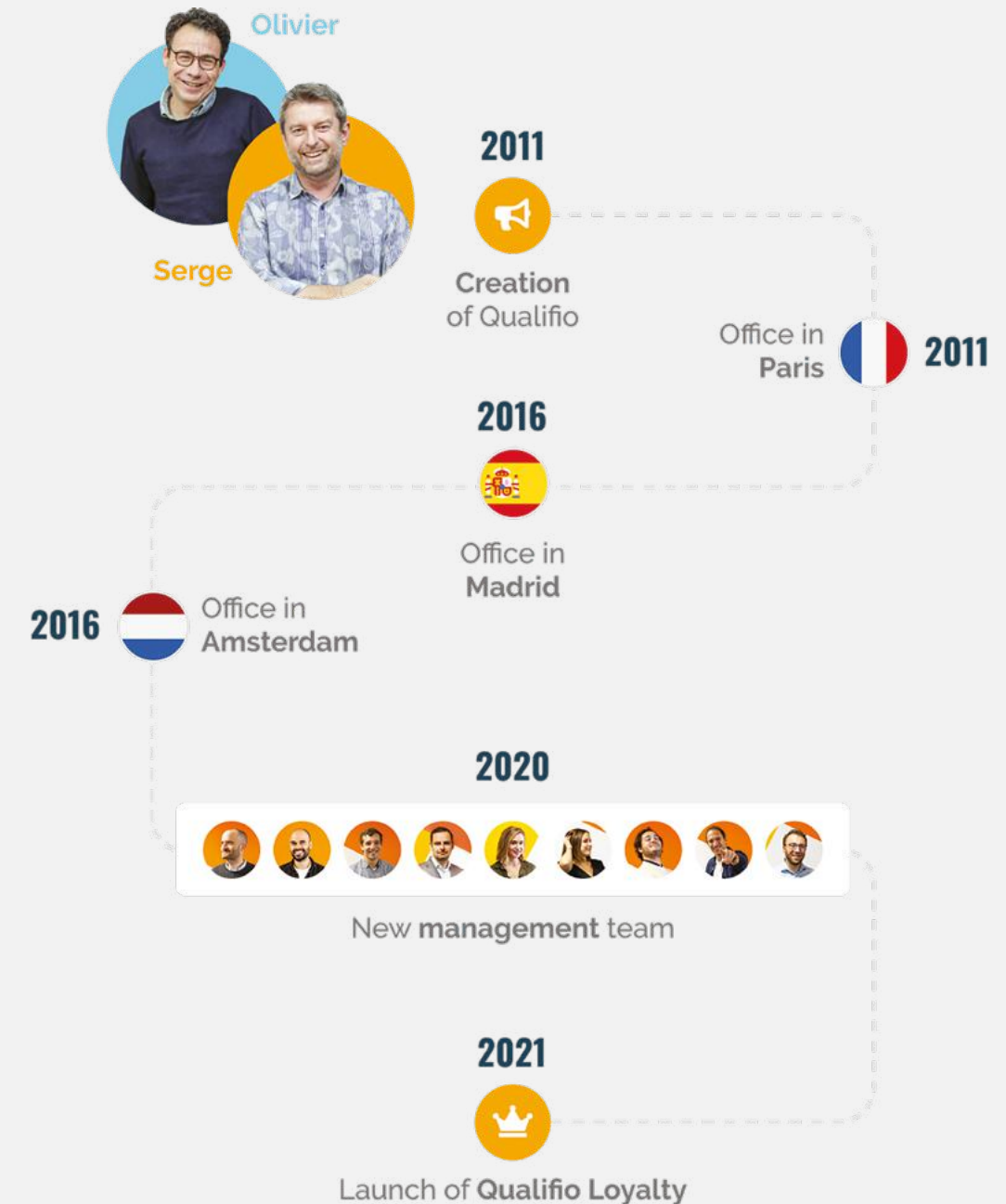
I did not realize at the time just how important a sense of culture is at work. The values and culture presented in this document are the cement of our organisation. It is because we are all aligned behind them that our project lives and grows.

Our values are about being together, learning, laughing, being challenged, being humble and working hard.

The purpose of our life is to be happy. We spend a significant part of our life at work. I'm convinced that to be happy, we need to spend our working days in a friendly and respectful environment where transparency is valued and we can all say what we think.

This document is about achieving this meaning that we can all flourish and grow, so thank you for taking the time to read it. I have made it my personal mission to ensure that this respectful and caring atmosphere is upheld and promoted at Qualifio, and I believe that we should all be living by these values and committed to reaching this goal together.

Quentin - CEO





# COMMIT -MENT

WE STRIVE FOR  
CUSTOMER SUCCESS.

1 | COMMITMENT

Commitment at Qualifio means giving yourself the means to achieve your goals and fulfill your ambitions. It means seeing all your work through to the end and getting things done.



**Flexibility** is the key word when working at Qualifio. You can adapt your working hours to fit around whatever is going on outside of work, and we have a hybrid approach to your work location. You'll need to be in the office at least twice a week so that you can spend time physically with your team, but if you'd rather be at home the rest of the week that's fine! Are you an early bird and prefer to start working at 7? Are you more efficient later in the day? Do you like taking an extended lunch break to go to the gym or for a run? Do you have a dentist appointment or do

the kids need picking up from school? Don't sweat it! You work the hours that work for you. So as long as your work gets done and your manager and direct colleagues are aware, do what you need to do - again, communication is key!! Our goal and top priority is to achieve the results we've set out to reach, so it's up to each of us to organise our time in order to allow this to happen.

At Qualifio, being committed doesn't mean working overtime every day - it means giving your all to provide a quality service to our customers, whilst maintaining a life outside of work.

At Qualifio we are **results-driven** and **product and customer obsessed**, so a high level of commitment to our jobs is expected from each of us - everyone gives their maximum every day to provide the highest level of service for our customers.

For example, it takes our **Helpdesk** an average of 24 minutes to get back to a customer who is experiencing difficulties using our modules, and usually under 24 hours to resolve a ticket. And when **potential prospects** get in touch with us, our sales team will get back to them within an average of 30 minutes.

If we're dealing with a technical incident, we will pull everyone together and set up a **war room** to address and fix the issue. We've even had instances where we've been in the middle of a seminar together but there's been a technical issue on the platform, so

everyone dropped what they were doing, jumped back on their laptop and worked through the problem before returning to the seminar fun.

Commitment means going the extra mile in your tasks every day - give them everything you've got, don't settle for half measures and don't tick a box for the sake of ticking a box.

*"[...] With the rest of the people in the organisation, especially when you open a help ticket. You meet people who at a technical level master the platform and know how to be empathetic with a client in trouble. We believe that professional and human support is the best complement to the technical capacity of the platform."*



Rafel Luján - betevé



Everyone at the company is committed to fulfilling Qualifio's potential and making it the best platform possible, so if for example you know of someone who is a whizz at what they do and you think they could be a valuable asset to Qualifio, then recommend them to the HR team and you could receive a €1,000 referral bonus if they're hired! ●







# TRAN- SPAR- -ENCY

WE COMMUNICATE HONESTLY  
WITHIN OUR TEAM AND BEYOND.



At Qualifio we believe in **transparency, honesty** and being **open-minded**, and this mindset translates to everything that we do. The focus throughout the company is put on collaboration rather than hierarchy. We solve problems together and anything can be discussed, as long as it is done in a respectful way. Communication is very much a two-way street at Qualifio – you are expected to be transparent and honest with your manager and colleagues, and they will do the same towards you. We are all adults and it is the responsibility of each of us to manage our work relationships in a mature and professional manner.

**Transparency** is one of our values because everything within the company is shared, nothing is off the table or said behind closed doors (just as well, our offices

are open plan and there aren't any private offices!) from key figures, to decisions, to financial data and more. Good communication, that is honest and open, is key to our success.

You'll see this value in action in several ways:

- Weekly **Sales-Marketing-Product meetings** to start the week on Monday at 9:15 am, so that everyone is on the same page.
- **Company update** meetings every quarter where the company's financial performance is explained.
- A **monthly newsletter** containing information about what's been going on in each department. Achievements, birthdays, parties, sporting feats, ... it's all shared.
- If you work in the Louvain-la-Neuve office, you can ask our **CEO for a walk around the lake**, a great way to get some fresh air, stretch your legs and shoot the breeze together.
- Everyone can attend the **R&D Sprint Review** meetings that take place every 2 weeks, on Friday. Great to keep up-to-date with all the latest news and progress from the R&D team.
- You can find all of the company's processes, policies and practical information in the **Notion Playbook**. If there's something you can't find, never hesitate to reach out to the G&A team, they're the guardians of all this knowledge.

The relationships we build with our customers are also focused on honesty and transparency, in order to build and maintain the trust they have in us with handling their campaigns and data. When we experienced the data breach in June 2021, our main priority was to inform our customers asap and keep them fully informed throughout the process. ●



*"You do not "decide" that a set of values must define an organisation. You have to live it on the field and lead by example, demonstrating that these values actually matter. I have seen in other places (often huge) projects to "define the company values". From my point of view they all have been at least a partial failure. But not at Qualifio ! Essentially because of how they are rooted within the founders' initial intentions and in the company's DNA.."*



**Laurent Mélon**



# FUN!

WE'RE SERIOUS  
ABOUT HAVING FUN.



Having fun is the ability to let go of work for a bit, to laugh together, to not be too serious all of the time. At Qualifio we pay particular attention to this value and a wide range of actions and activities are organised alongside work, both by our Office Happiness manager but also by individuals, to make sure that the fun part of our jobs is taken seriously.

Here's a snapshot of what we get up to:

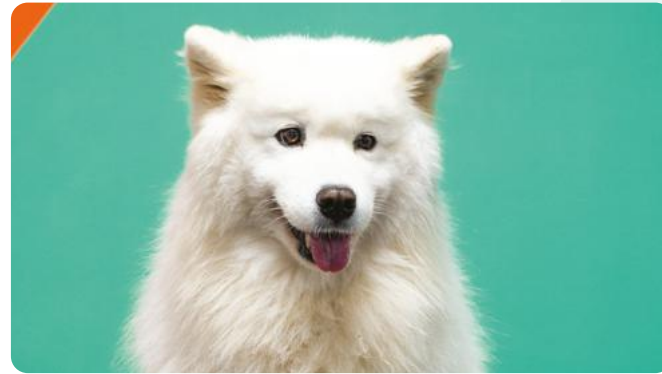
- Board game evenings
- Friday Plancha lunches during the summer
- Drinks and dinners together

*"I drank a beer at Ginette on my first day in the office"*

- Seminars



- Our offices are pet-friendly



- We love to do sport together : whether it's running, playing football, doing yoga or cycling
- We all eat together at lunchtime, either in the office or in the parc during the summer months
- A small team from Louvain-la-Neuve went to Paris to support a colleague in a race



- Kicker
- There isn't a dress code in our offices - you can even walk around in your socks if that's what makes you comfortable!



But, of course, there is no obligation for any of the activities that are organised outside of working hours, you can take part in as much or as little as you want. Seminars are the only exception to this. And if anything work-related comes up during an activity, then that has priority over whatever is going on. ●

*"As I was interested in Qualifio, I subscribed to their Instagram and it confirmed my idea that the company suited me. The atmosphere and the good mood are very present and many activities are organised for and by the team."*



Jérémie Jacques







# EM- POWER -MENT

WE HELP YOU CRUSH IT.

At Qualifio, if you want to do something, you can! We believe in giving all of our employees and customers the opportunity to grow and excel themselves. By making the most of the responsibilities and the autonomy you're given, you'll be able to evolve in the company.

Fancy trying something new and taking the initiative? Go for it! Have you had a brilliant idea about how to improve one of our platforms or systems? The floor is yours! And don't worry if it doesn't turn out exactly how you'd expected. Failing and learning from your mistakes is an essential part of growing. If you don't try, you'll never know and you'll never grow!

Here are a few examples of people going for it :



**OLIVIER DE LAMOTTE**  
Hired in October 2015 as an Account manager, he is now **Head of Product**.

**LOUISE GALET**

Did her internship in the Marketing team and was then hired as a **Studio Product Manager** once she'd graduated in September 2022.



**TAREK MAASSAARANI**  
Spent a year as an intern on the **CSM team** before becoming a full-time member of the team in March 2023.

**CONSTANCE DELPEYROUX**

Hired in October 2020 as a Customer Success Manager, she is now **Head of Customer Success**, managing her own team.



**DONATIEN MERCIER**  
Hired in March 2021 as **Sales Development Representative**, he presented a webinar in front of some of our leads after just 6 months within the company.

**TABATA VOSSEN**

Initially brought on board as an intern in digital marketing in 2016, she was then hired on the marketing team before moving to the product team in 2019 where she's become an **expert in UX writing**.



**NOÉMIE MORILLA & SIDNEY MAUREL**

Hired in March 2021 as **Customer Solution Experts**, they were already manning the Helpdesk on their second day and managing on their own our customer-facing response to the data breach within just a couple of months.



An inspiring customer example is L'Oréal, they're our #1 customer today. They started out in 2018 with just 750€ MRR and by the end of 2019 we'd signed an EMEA agreement with them. And they're not stopping there, new brands are being added all the time!

You'll never hear 'that's not what we hired you for!' at Qualifio! Dream big and the world is your oyster!

Qualifio's ultimate goal is to offer the highest level of service to our customers, to ensure they are happy working with us and we can keep growing our platforms and the company. And this responsibility lies with all of us - each individual contributes to reaching this goal by working hard, challenging themselves and trying new things – without fear of failure.

*"I loved working at Qualifio, because I was trusted, challenged, set goals, but at any time I could talk, ask for help. I loved my relationship with my managers as well as with my colleagues and whether it was for business or for the rest."*



**Sophie Boulanger**

You're given multiple opportunities to speak up and challenge yourself in your day-to-day work: during one-to-one meetings with your manager for example, and during your bi-yearly assessment. On both of these occasions you'll be able to have an open and honest conversation about how you're getting on and present any news ideas and challenges you have. ●

*"My manager does everything to help me develop. For example, I had the opportunity to be appointed team leader even though I just came out of school and I've only been here two years. These are great signs of recognition that I might not have somewhere else."*



**Jérémie Jacques**





CHALLENGES INSPIRE US  
TO KEEP INNOVATING.

# CREATIVITY





5 | CREATIVITY

Qualifio Engage and Qualifio Loyalty are complementary SaaS modules that encourage the brands that we work with to be as innovative and creative as possible when engaging with their audience. So we owe it to them and to ourselves to constantly seek out creative ways of approaching our work.

This quest for creativity and innovation is reflected throughout the whole company. Nicolas, our Product Designer, designed the colourful and imaginatively named meeting rooms in our Louvain-la-Neuve office, but at Qualifio creativity is expected from everyone, not just our Design and Marketing teams.



Take our co-founders as an example, they started the company from scratch, in a basement around a beer! That was in 2011, but their entrepreneurial spirit and creative energy is still going strong, to keep Qualifio as relevant and innovative as possible.



At Qualifio, being creative means approaching a problem in a slightly different way, trying an approach that hasn't been attempted before and thinking outside of the box. For example, when faced with a tricky request from a customer or a supplier, what's the most innovative and creative solution we can come up with to meet the needs of all parties involved?

Creativity isn't just about making beautiful designs, in our case we also like to apply creativity to the way we sell our platform, how we organise our meetings and design our products and systems. **We're constantly questioning and challenging ourselves to be better and do more. We take nothing for granted and certainly don't ever rest on our laurels.**



Speaking of challenges, we love nothing more than setting ourselves new ones, not only to test out new ideas for our product but also to have fun together!



We've already taken up walking challenges together, tested out our platforms in new and different ways, beaten records whilst playing our games... Can you think of a way of challenging the status quo that we could try next? ●





# TOGETHER -NESS

WE CONNECT  
BECAUSE WE CARE.



6 | TOGETHERNESS

Alone we go faster but together we go further. We all share common values and a professional identity, and we strive to have a great time together. At Qualifio, supporting each other, in both the good and the bad times, is a top priority. Knowing that your colleagues are there for you, whether you've got a problem with a webhook, or something more serious outside of work, is a huge comfort to all. So don't hesitate to reach out for help, there'll always be someone there!



Our offices are spread across Europe and a lot of us work from home at least part of the time, so keeping in touch and maintaining a supportive and fun work environment is a challenge but one that we love to tackle.

Here are some examples of how we go about this:

- Humility and respect are very important elements of daily life at Qualifio, there is no place for big egos or unspoken words.



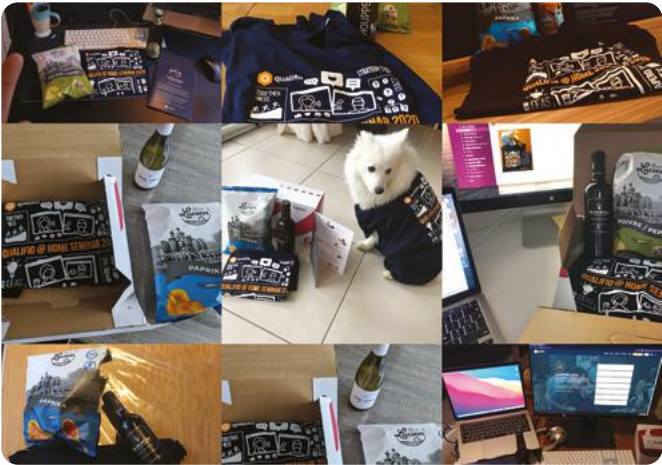
- You'll receive our monthly internal newsletter that brings together the latest happenings from each department: weddings, births, events, successes, ... everything is celebrated.
- A Qualifio seminar is always a high point of any year, as everyone comes together in an awesome location for a few days. We've even organised online events to keep the togetherness going when we couldn't travel.
- Alongside the fun stuff we do outside of work, we also take the time to give back to others. We've

worked with several charities, donating our time to help those in need at Christmas and raising money by taking up a walking challenge, for example.



- Onboarding is a crucial part of life at Qualifio, so all new recruits start with 3 days in the Louvain-la-Neuve office, regardless of where they'll be working after. When you start your Qualifio adventure, you'll get to meet and talk to everyone as making you feel welcome and part of the Qualifio family is a big deal for everyone.
- When we were all in lockdown in 2020, keeping in touch and keeping everyone's spirits up was no mean feat, but we found new and creative ways of spending time together: we played games, we cooked, we made videos...

- You may not be able to provide help in every situation, but just being there and offering your support is highly appreciated. For example, during the data breach, members of the team who couldn't help on the technical side provided much-needed support by keeping the war room team fed and refreshed, allowing them to focus on the task at hand.



- Of course we're not perfect and there's still a lot more we can do, but it's important to recognise this and move forward together.

**Together we make Qualifio live! ●**







# ARE YOU READY FOR WHAT'S NEXT?

The Qualifo journey is far from over

Thanks for taking the time to dive into what makes Qualifio such a special place to work - but we're only just getting started, the best is yet to come and you're going to be a big part of that!

We hope you've enjoyed discovering all the ins and outs of life at Qualifio but as with everything we do, it doesn't stop here! We're constantly evolving, growing, challenging the status quo and pushing the boundaries of what is possible.

There are so many more things we can work on together - the sky's the limit!

We're conscious that caring about the environment, the well-being of others, more diversity and inclusion are just a few of the main areas where we can put more effort moving forward.

We're doing our best to recycle our waste, to use as little paper as possible and to be cost-conscious but there is still so much more that we can do.

We're also aware that there are parts of our day-to-day work and our systems that can be improved so there are still some challenges ahead but we're going in the right direction and together, we'll get there.

So speak up, let us know your ideas and thoughts so that together we can make Qualifio an even better place to work.

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[www.qualifio.com](http://www.qualifio.com)

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