



# The Municipality of Tilburg independently models its processes with Blueriq software."

Digital freedom with the  
support of experts

blueriq



# Clarity, simplicity, and speed

The Municipality of Tilburg takes a leading position in digital services. They achieve this in part through their independence in IT. Nowadays, they build their Blueriq applications themselves, which proved to be highly effective at the start of the COVID-19 crisis.

Clarity, simplicity, and speed. That's what they value at the Municipality of Tilburg. Application managers **Marc van de Ven** and **Aron Hardiek** build the digital forms for the website themselves and they do it well. The secret? Among other things, the intensive collaboration between IT, business, and service teams.

Marc: "For every form we create, we assemble a team consisting of two IT specialists, a business expert, and a media coordinator. The business expert brings the domain knowledge and knows what needs to be communicated. The media coordinator figures out how to present that information to citizens as clearly and coherently as possible. Together, we create a customer journey. This then results in a logical..."

process sequence, a clear step-by-step plan, relevant questions, and last but not least, readable texts. Aron and I can then quickly and easily build that in Blueriq. Modeling is actually a more accurate term. The software consists of modeled "blocks" that you can stack as you wish. This way, we are able to independently transform complex regulations into an accessible digital form."

# Tozo

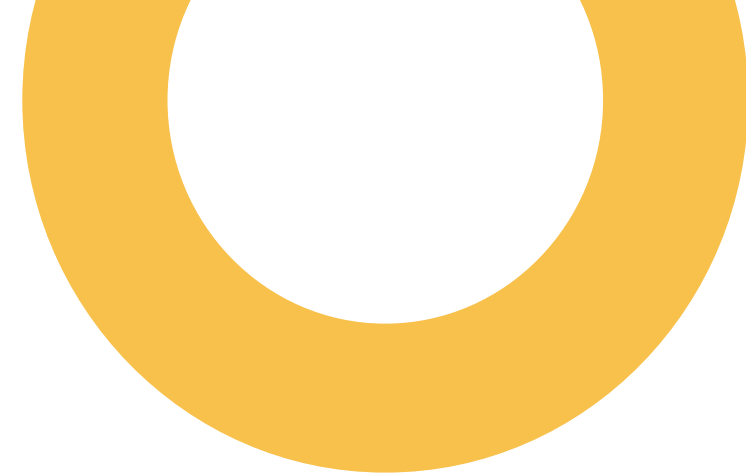
Marc and Aron used this approach earlier this year when the COVID-19 crisis broke out and an application form for the Temporary Bridging Scheme for Self-Employed Entrepreneurs (Tozo) needed to be made available online as quickly as possible. It was no easy task, but the team succeeded in getting the form online as one of the first municipalities in the Netherlands.

“It was a bizarre and extraordinary time,” Aron describes the development of this application. “We felt an enormous drive to do this quickly and properly. Entrepreneurs were counting on us; they were waiting for financial support.”

“**That’s what I love about Blueriq, you can always reuse the design of applications. Even integrations you’ve previously made, for example with the Tax Authority or DigiD, can be copied.**”

Marc van de Ven

APPLICATIONMANAGER MUNICIPALITY OF TILBURG



Marc: “We used a previously designed application form for social assistance for self-employed individuals as a similar scheme as our starting point. That’s what I love about Blueriq: you can always reuse application designs. Even integrations you’ve previously made with the Tax Authority, DigiD, eHerkenning, or the municipal basic registration can be copied. Another advantage of Blueriq is that you can make adjustments to your design very quickly. When we started building and designing, it wasn’t yet entirely clear what the scheme would look like; that became clear over the course of the week. As soon as new information came in, we could easily update our design without much effort.”

# Exceptional achievement

It was a matter of working day and night, but they managed to get the application form online within a week. An exceptional achievement, considering how complex the Tozo scheme is. “There was enormous time pressure,” Aron adds, “but we still did our best to keep the form simple for the applicant. You do this by going through all possible scenarios and asking yourself: what are the relevant questions here? For example, if someone does not generate income through foreign trade, the decision tables ensure that questions on this topic are no longer asked of this person.”

After the first Tozo scheme came Tozo-2. The time pressure was less here, but the scheme was much more comprehensive. Marc: “Tozo-1 was an emergency measure, Tozo-2 is much stricter. Partner income counts here, for example, unlike in Tozo-1. That means more work for us, more integrations. But even here, we always kept user-friendliness in mind. Users who had already applied for Tozo-1 didn’t have to fill in everything again or rescan their passport. We kept looking for these kinds of tricks to make it as easy as possible for the applicant.”

# Partnership with the customer

“I have great admiration for Marc and Aron,” says Joost van den Berg, Customer Success Manager at Blueriq. “What they achieved with the Tozo application is incredibly impressive, despite the intense time pressure and complexity. Yet they are able to independently build such a strong product. They deserve all the credit. For us at Blueriq, it is great to see that this way of working pays off in practice. We like to view our relationship with the customer as a partnership, rather than a classic supplier-client relationship. Together, you know more and can achieve more. This really comes to the fore at the Municipality of Tilburg.”



# Acknowledgment

And that did not go unnoticed. A survey by ZIPconomie, an independent online knowledge platform, rated the Tozo application form from the Municipality of Tilburg as the most user-friendly. Aron: “That is, of course, a great compliment, especially considering that we surpassed all the major cities. We are quite proud of that. I am certain that we really benefited from the fact that we can build applications independently. All municipalities suddenly needed such an application form. We didn’t have to ‘stand in line’ at our software provider. We are in control ourselves. Blueriq gives us the ability to design everything exactly as we see fit. To put it bluntly, we don’t have to settle for a ‘one-size-fits-all’ solution. We could immediately give it our own look and feel, while also incorporating the clarity and simplicity that are so important to us in Tilburg. That really comes across here.”

**A survey by ZIPconomie - an independent online knowledge platform - rated the Tozo application form from the Municipality of Tilburg as the most user-friendly.**





# Support

The self-modeling of applications clearly works well in Tilburg.

But what does the collaboration with Blueriq look like?

Marc: “What we like about it is that you have tremendous freedom, but you still get support from an expert when you need it. At Blueriq, we have a dedicated consultant whom we can always reach out to if we have questions. They are always available. If we get stuck—which did happen during the Tozo process—it is usually resolved quickly with just a phone call.”

Aron: “In addition, we can make use of the Blueriq community.

It’s a very complete ‘online helpdesk,’ well organized, and has an excellent search function. I rarely experience not being able to find something. And if I do, I can always ask a question to a Blueriq specialist or another Blueriq user. An answer comes very quickly.”

Marc: “Of course, the independence we have now in modeling wasn’t there from the start. We first took a short Blueriq course, and then a Blueriq engineer worked with us on the department for eight months. During those months, we built a lot together—for example, integrations with external agencies. After that, we gradually took on more independently. And we are still growing in that regard.”

“ **The longer you work with Blueriq, the more time and money you save. I recently heard another software provider say that you have to wait almost a year for a new portal. We build that ourselves with Blueriq in just two weeks. That independence is, of course, priceless.**

Aron Hardiek

APPLICATIONMANAGER MUNICIPALITY OF TILBURG

Aron: “That’s what I also love about it; you keep learning. The Tozo project had so many aspects to consider. For me, it was a very steep learning curve. I take that knowledge with me into future projects, which builds your confidence. That expanding knowledge and experience provides an ever greater advantage. The longer you work with Blueriq, the more time and money you save. I recently heard another software provider say you have to wait almost a year for a new portal. We build that ourselves with Blueriq in just two weeks. That independence is, of course, invaluable.”

# Municipality of Tilburg receives an 8,7!

The Municipality of Tilburg wants to be accessible to everyone, including people who are less digitally skilled or have difficulty reading and writing. People who need help with handling civic matters can go to one of the five city service centers the municipality operates. There, they can complete digital forms together with a staff member. "It's a progressive concept," says Marc van de Ven, "and here too, everything is focused on customer friendliness. Visitors can register via a kiosk. You don't get a number; you are called by name when it's your turn. I think that is characteristic of the Municipality of Tilburg: approachable and personal."

But digital accessibility is also considered for everyone. The Municipality of Tilburg's website is accessible to all and, as one of the few municipalities in the Netherlands, complies with the government's web guidelines. Marc: "We ensure that, for example, blind and visually impaired people, or non-native speakers, can also access our website. All information

is also available as spoken text, and forms that are frequently used by non-native speakers are also available in English. This is made easy with Blueriq software. For all the forms you design, you simply click on an icon where the text should appear. The English and spoken text is then recognized by the system. In this way, we keep everyone engaged in a simple and accessible manner."

This personal and inclusive approach by the municipality is appreciated by its residents. In the most recent customer satisfaction survey, Tilburg residents gave the municipality a score of 8.7.



## Contact information

Want more information about our collaboration with the Municipality of Tilburg? Contact Yuri Versluis via [y.versluis@blueriq.com](mailto:y.versluis@blueriq.com).

De Gruyter Fabriek  
Veemarktkade 8 (Entrance K, Office 7120)  
5222 AE 's Hertogenbosch

[marketing@blueriq.com](mailto:marketing@blueriq.com)

