

Case Study

Consumer Electronics Company

CUSTOMER PROFILE

Consumer electronics

LOCATION

Global

BUSINESS NEED

- Daily sales compensation processing and reporting
- Mobile access to up-to-date incentive statements
- Eliminate manual processes
- Consolidate multiple commission systems
- Meet future transaction growth

NICE SOLUTIONS

- NICE Incentive Compensation Management

RESULTS ACHIEVED

- Commission processing cut from a week to 3 hours (x40 performance improvement)
- 2000 daily transaction-level reports worldwide
- Automation of quota setting, plan approval and dispute resolution
- iOS-based mobile access to sales incentives data
- Full audit trail

From One Week to 3-Hour Commission Processing

ABOUT THE CUSTOMER

The customer is a leading consumer electronics company with a rich portfolio, including groundbreaking mobile and media devices, personal computers, and online services. With worldwide sales and distribution, serving residential, corporate and education customers, the company generates millions of transactions across multiple channels every day.

THE CHALLENGE

The company's existing incentive compensation management (ICM) system fell short in processing the massive transaction volume of 140 million sales. Data processing was carried out in five batches throughout the week, with each batch lasting 10 hours. Due to system limitations, data was pre-aggregated prior to processing, which prevented sales reps and managers from viewing transaction-level details.

Manual sales processes were another challenge. Dispute resolution of thousands of payees, for example, was handled by a dedicated helpdesk—an inefficient and time-consuming process.

From an IT point of view, incentive compensation processes were spread across multiple systems, resulting in inefficiencies, lack of visibility and difficult maintenance.

Finally, ever-changing business needs and aggressive transaction growth dictated the need for a solution that could optimize existing incentive compensation processes, as well as support future business needs.

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THE SOLUTION

The company selected NICE SPM to replace its existing incentive compensation system after determining it to be the best solution to resolve gaps in performance, data transparency, reporting and administration, as well as handle the company's massive transaction volume and projected growth.

Multiple Compensation Plans

Overall, the NICE SPM system now manages over 160 compensation plans for the multinational company, each of which addresses different payee groups with unique needs. More than 60 different data ports are used to receive HR information, transaction data, workflows, product weighting data, currency info, compensation plan metrics, and more.

My experience with the NICE team has been very positive. The team is always professional, pleasant, hardworking, flexible, and overall great partners in rolling out this large undertaking.

Performance and Scalability

On a daily basis, NICE intelligent processing handles 100 million transactions in under three hours—as opposed to the previous full-week commission-processing window.

The performance improvement and delta processing were one of the key objectives in moving towards implementing the NICE Solution.

Workflow Automation

NICE SPM automated manual sales processes, improving efficiency and manageability. Quota and objectives management, dispute resolution, plan acceptance, and annual contract updating procedures were also fully automated. Sales reps can now file disputes or sign contracts directly from their mobile devices, with data flowing digitally into review and backend systems. Similarly, compensation inquiries submitted from a payee's device are also handled swiftly, and automatically sent to the relevant manager or compensation team.

Reporting and Analysis

NICE SPM lets sales managers view real-time team and individual performance data, such as the top 10 customers of each payee. Using their iPhones and iPads devices, sales reps can also view a breakdown of their monthly and yearly compensation, and produce projected earnings reports. For compensation analysts and administrators, the system provides previously impossible ad-hoc query and analytics capabilities, such as verifying payments and credit splits, creating SPIFF reports, and auditing employee compensation.

SUMMARY

With NICE SPM, the leading consumer electronics company now provides individualized compensation plans to various payee groups, handles massive global transaction volumes, and rapidly delivers error-free payments. Having seen the solution's proven capabilities and flexibility in practice, the company is confident that it will continue benefiting from NICE SPM throughout the projected growth of its worldwide operations.

About NICE SPM

NICE Sales Performance Management (SPM) helps large sales organizations efficiently manage sales compensation. By focusing on the most difficult workstreams of the sales incentive process, we help compensation administrators automate manual sales processes, centralize data management, maximize visibility for all stakeholders, and independently manage change without relying on IT.

www.nice.com/spm

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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