



Success Story
Technology and Business Services Industries



Managing Sales Commission Plans With beqom

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Clear Channel France is a subsidiary of Clear Channel Outdoor, a major global player in outdoor communication with one million advertising displays in 44 countries spanning all five continents. The Group generates \$2.8 billion in revenue, and has 8,000 employees.



France is the second largest market for Clear Channel after the United States, with 140,000 advertising displays. With a presence all over France, Clear Channel is an industry leader for advertising in shopping centers, hyper-center parking lots, and subways and trams

Need



Clear Channel needed a scalable and easy to manage solution to replace its internal custom developed system. In the search for better business performance they looked for a solution capable of covering all aspects of variable compensation for its sales force. They had three objectives:

1. Transparency of information and communications with their sales teams.
2. Secure calculations, with traceability and auditability of data.
3. Management of compensation rules by business owners.



Solution



To address these challenges Clear Channel selected beqom's Sales Performance Management solution. This gave them the power to increase business performance, not only with more secure and automated commission calculations, but also with more transparency and traceability. The solution now rests in the hands of the business user, with HR managing all compensation rules. This enables them to operate in a more responsive way to the market.

Corporate Snapshot

Sector: Business Services

Subsidiary of **Clear Channel Outdoor**

Location: Paris, France

Annual revenue: \$2.59 billion*

Up to **140,000** advertising displays

Exclusive advertising rights for subways and trams in multiple cities

* in 2017 for Clear Channel Outdoor

Benefits



By selecting beqom, Clear Channel has overcome several challenges, leading to:

- Enhanced sales motivation and effectiveness through the simulation capabilities.
- A clear and transparent view of what is expected of the sales team, and how their performance is linked to compensation.
- More secure and automated commission calculations.





Happiness is the best driver of success

Our mission is to make the workforce of our customers happy. beqom drives happiness by allowing business managers to lead, align and motivate employees and partners. The beqom Total Compensation solution is used globally across all industry sectors by over 100 large companies such as Microsoft and Vodafone. It addresses all performance and compensation aspects such as salary review, bonus, long-term incentives, commissions, benefits, non-cash rewards and all key drivers towards employee performance and sales performance.

HR, sales and finance departments leverage our platform to drive performance, retention, cost optimization and... happiness among their people.

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Images source: Courtesy of Clear Channel Outdoor

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