



Success Story
Manufacturing Industry



Arçelik A.Ş. Chooses beqom Sales Performance Management Solution to Manage Dealer Incentive Compensation

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Arçelik A.Ş. is a household appliances manufacturer based in Turkey. The company engages in the production and marketing of durable goods, components, consumer electronics and after-sale services. A subsidiary of Koç Holding, Arçelik A.Ş. operates through 13 international subsidiaries and 3,000 branches in Turkey with over 32,000 employees representing 12 brands across 145 countries.

Need



Arçelik was engaging in a highly rapid digitization across all levels of the business, with an omni-channel transformation initiative to meet its customers' increasing demand for customized, fast, and widely spread products.

This ongoing transformation triggered the need for an incentive compensation solution for the company's 3,000 domestic dealers, including quota allocation and the ability to monitor and revise incentive strategies during sales execution. This required being able to run simulations to see the impact of current and proposed incentive structures. The business group realized the need for an agile cloud-based solution to manage quotas and incentives in a flexible way.



Solution



Using the beqom solution, Arçelik Dealer Managers are able to allocate quotas to the appropriate dealers, follow dealer sales in real time, report sales details, and perform full commission calculations for their 3,000 domestic dealers.

Key drivers for selecting beqom included its ability to provide a flexible platform able to meet the organization's requirements for quota management, simulation, and commission calculations, with the ability to make changes to quotas and incentive plans as needed during the year.

Benefits



With beqom, Arçelik A.Ş. has taken a unified approach to sales performance management, improving their operational efficiency while reducing cost spent on process administration. This approach has provided a clearer picture of total rewards for employees — driving agility in the execution of incentive management.

Corporate Snapshot

Sector: Manufacturing

Headquarters: Istanbul, Turkey

Annual revenue: € 5.063 billion*

Total employees: 32,000

* in 2017





Happiness is the best driver for 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 more than 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 Arçelik A.Ş.