



Success Story  
Telecommunications Industry



## **Increasing Revenue and Market Share With beqom's Sales Performance Management Solution**

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Turkcell is a leading telecommunications and technology service provider, founded and headquartered in Turkey. It serves its customers with voice, data, TV and value-added consumer and enterprise services on mobile and fixed networks.

## Need



Turkcell needed a solution to enhance their sales effectiveness and manage complex performance-based incentive plans for their extensive and diverse dealer network as well as internal employees. The solution was also required to support Turkcell's business users managing a highly dynamic environment faced with constant changes to commission calculations.

The company wanted to better structure their process to calculate variable compensation, handling and modeling complexity with a user-friendly interface.

A technical requirement was to guarantee high performance even with high transactional data volume.



The solution needed to be able to:

- Set objectives for different levels and different hierarchies.
- Allow managers and HR to change plans quickly and easily.
- Follow up on sales performance via dashboards and scorecards.
- Ensure payee trust and confidence.
- Handle disputes and exception management.
- Calculate and simulate in real-time the incentives against plans.

## Solution



beqom's Sales Performance Management solution is implemented to manage Turkcell's sales planning, performance and incentives, quota, and territory management for their 25,000 members dealer network and 5,000 employees. It enabled Turkcell to rollout one application covering the specificities of each employee and dealer type, at any level of the dealers' complex organization. Sales incentives are now managed in a more automated, faster and easier way.

More importantly, business users can now directly manage the entire process—from incentive definition to simulation, allowing Turkcell to have the right employee and dealer incentives in place at any time.

Ilker Kuruoz, CIO

*“With beqom, we achieved the very aggressive objectives we had set for this project. We, at the executive team of Turkcell, see this successful go-live as a significant milestone in Turkcell's history.”*



## Benefits



The results of implementing beqom's Sales Performance Management solution are accurate commissions, reduced calculation times, full auditability, data transparency and centralized compensation statements.

It demonstrated an increase in revenues and market share through improved sales performance and reduced costs as a result of more accurate and efficient incentive calculation processing.

beqom's Sales Performance Management solution is integrated with Turkcell existing data warehouse, customer relationship management, identity management and enterprise resource planning systems.

## Corporate Snapshot

**Sector:** Telecommunications

**Headquarters:** Istanbul, Turkey

**Total employees:** 30,000



# 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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