



Industry Case Study

# Telecommunications

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# Compensation Challenges in the Telecommunications Industry

Compensation offers a unique set of challenges to the telecommunications industry. As providers try to keep up with increasing customer demands in an effort to maintain market share, they face challenges in motivating and securing the loyalty of their sales force.

## Trusted by the Telecommunications Industry

**Sunrise**



**TURKCELL**

In an industry with a multi-dimensional, multi-level, and global infrastructure, these players have evolved from pure utility providers into some of the world's largest communication and technology companies. This advancement means that these industry leaders are facing complex compensation plans, with frequent changes due to the proliferation of offerings and launches of new services.

*“Using beqom, we reduced reseller partner claims by 90%...significantly improving relations with our reseller network.”*

— Head of Compensation & Benefits, Global Telco

# The beqom Solution for the Telecommunications Industry



## **Unified Total Compensation:**

Simulate, manage, process, and collaborate on all compensation in one platform.



## **Flexibility:**

beqom offers the ability to create multidimensional compensation plans and reports.



## **Transparency:**

Your sales force can see how their current performance compares to their personal objectives.



## **Rule-Based Engine:**

beqom helps you manage complex earning and payment rules including retroactivity, exceptions, split commissions, over commissions, advances, and clawbacks.



## **Regulatory Compliance:**

beqom meets a broad set of international and industry specific regulatory standards.

beqom can help you keep pace with your sophisticated compensation requirements, with the speed of change necessary to keep up with the competitive shifts in the market.

As the sales force can see their compensation incentives in real time, they understand how current performance impacts pay, which leads to a reduction in compensation disputes and an increase in motivation across the organization.

See how some of the world's leading telecommunications providers take advantage of beqom to provide transparent compensation processes and link employees more closely with organizational strategy:

## Sales compensation plans that adapt to the market

A telecommunications provider moved their sales plans onto the same platform used to manage salary and bonus. The 21,000 employees had already benefited from beqom to manage their salary and bonus processes, and the company realized the return on investment possible by replacing multiple existing systems. After the initial success of rolling out the sales plans across the Corporate Business Unit, it followed up in automating all sales plans across the board.

The automation of compensation management increased the efficiency of all processes, with the company enjoying the benefits of being able to manage compensation "their way." It now handles real-time calculations, detailed simulations, and forecasts on the platform, with integrated reporting and analysis on all compensation data. In an industry where the market moves fast, the speed of change that is possible on the beqom platform proves indispensable.

## Boosting sales through all channels

A global telecommunications company with more than 60,000 employees worldwide, streamlined its sales compensation system to more accurately pay sales and channel partners on-time, dramatically improving performance and satisfaction. It is now able to make modifications to their compensation plans and respond in real time to competitive shifts in the market.



Its success in automating sales compensation has improved accuracy and efficiency, increased competitive advantage through its reseller channel, and increased level of involvement by management in plan change decisions.