



Success Story
Telecommunications Industry



Streamlining Sales Compensation With beqom

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Telecom Italia (TIM) offers infrastructures and technological platforms on which voice and data become advanced telecommunications services and leading-edge ICT solutions and tools for development for the Group itself and for the entire nation. TIM, Olivetti are the Group's main brands; they are well-known by consumers and are a guarantee of reliability and competence.

Need



TIM had a very basic incentive system in place, consisting of spreadsheet-based manual processes to calculate simple metrics. Commissions were initially only applied to the mobile division, as sales channels focused on mobile services.

However, TIM aimed at managing increasing complexity. They wanted a Commissioning system managing a wide set of incentive plans, with sophisticated metrics and certified data. The group sought capabilities like advanced calculations, collaboration, reporting and monitoring.

What TIM needed was a single, integrated compensation solution to effectively manage increasingly complex sales commission plans.





TIM selected beqom's Sales Performance Management solution to replace an outdated, spreadsheet-intensive compensation system. This upgrade allowed TIM to address the following capabilities:

1. **Advanced calculations:** automated and simultaneous user defined commission calculations.
2. **Collaboration:** a centralized source of information about consumer incentive criteria.
3. **Reporting and Monitoring:** tracking of all rules and modifications to compensation criteria.
4. **Flexibility:** user defined custom indicators requiring frequent configuration.

Benefits



TIM's success in automating sales compensation has:

- Enabled them to manage 100 incentive plans on a bi-monthly basis
- Reduced manual errors
- Improved accuracy and efficiency
- Increased level of involvement by management in plan change decisions

Corporate Snapshot

Sector: Telecommunications

Headquarters: Milan, Italy

Total employees: 112,290*

Total revenue: €19.83 billion*

*in 2017

Vincenzo Borrelli,

Head of TIM Operational Incentives

"We chose beqom because the capabilities of the platform were aligned with our needs. Our sales teams are now able to manage all types of commissions in the system, without the help of the IT department."



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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