

AUTOMATING THE MOST DIFFICULT

Sales Compensation Workstreams

Introduction

Automating sales compensation at large organizations is never trivial.

There are a few essential processes, like dispute resolution, which are fairly straightforward and are offered by most vendors as out-of-the-box automations. Yet, even those will typically need some configuration to address each company's needs.

But the real challenging automations are for those sales processes that are unique to each organization. Often, they'll involve more complex logic and decision-making, stakeholders from different groups, and multiple data systems.

Here are 5 examples of uniquely demanding sales processes we've automated using NICE SPM's workflow engine.



01. Automating Quota Approvals

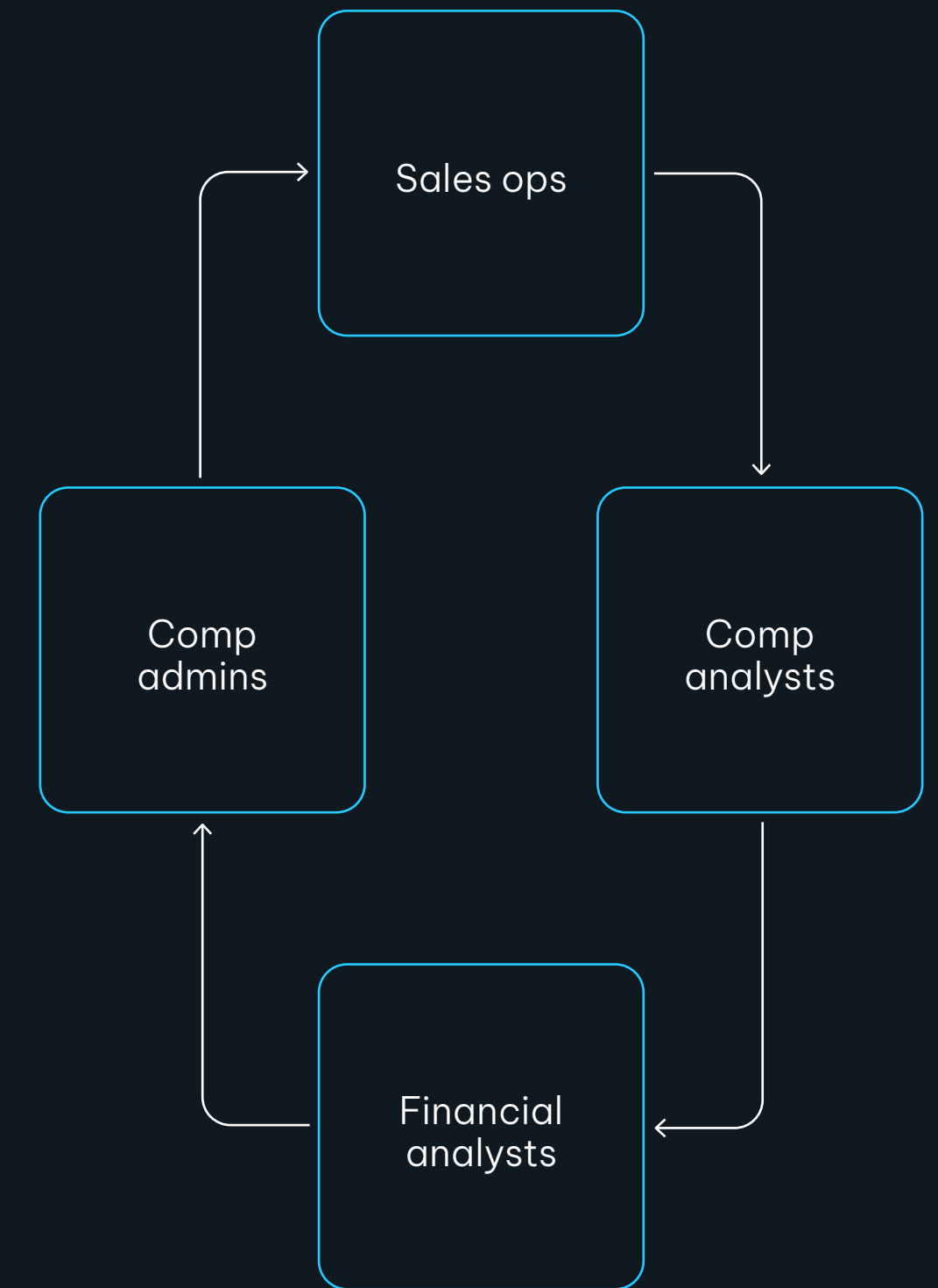
The problem:

Quota approvals were completed manually by people in four different roles, which was time-consuming and led to sales rep uncertainty.

The solution:

A cyclical quota approval workflow in NICE SPM automates data validations and coordinates approvals across multiple teams and roles. This automated process includes the following key steps:

1. **Sales ops** submits an Excel sheet with quotas for hundreds of payees.
2. **Comp analysts** upload the data into NICE SPM, where it is validated by the system.
3. Quota data is submitted to **financial analysts**, who can approve or reject individual records.
4. Quotas approved by Finance are sent to **comp admins** for final approval or rejection.
5. Records rejected by financial analysts or comp admins are sent back to the sales ops team, which can fix the records and then re-submit until all records have been approved.



02. Automating Compensation Approvals

The problem:

A large industrial company works with thousands of retailers selling its products. Each month, retailers submit commission requests based on their monthly sales. The manual process for approvals was lengthy and delayed payments.

The solution:

The NICE SPM automated workflow determines the level of approval required based on the dollar amount of each retailer's claim and automatically submits it to the relevant personnel:

- If the claim is below \$1K, then no approval is required, and the claim is sent for payment.
- If the claim is between \$1-10K, then the request is sent to Tier 1 for approval.
- If the claim is over \$10K, then the request is sent to Tier 2 for approval.



03. Automating Sales Transaction Validation

The problem:

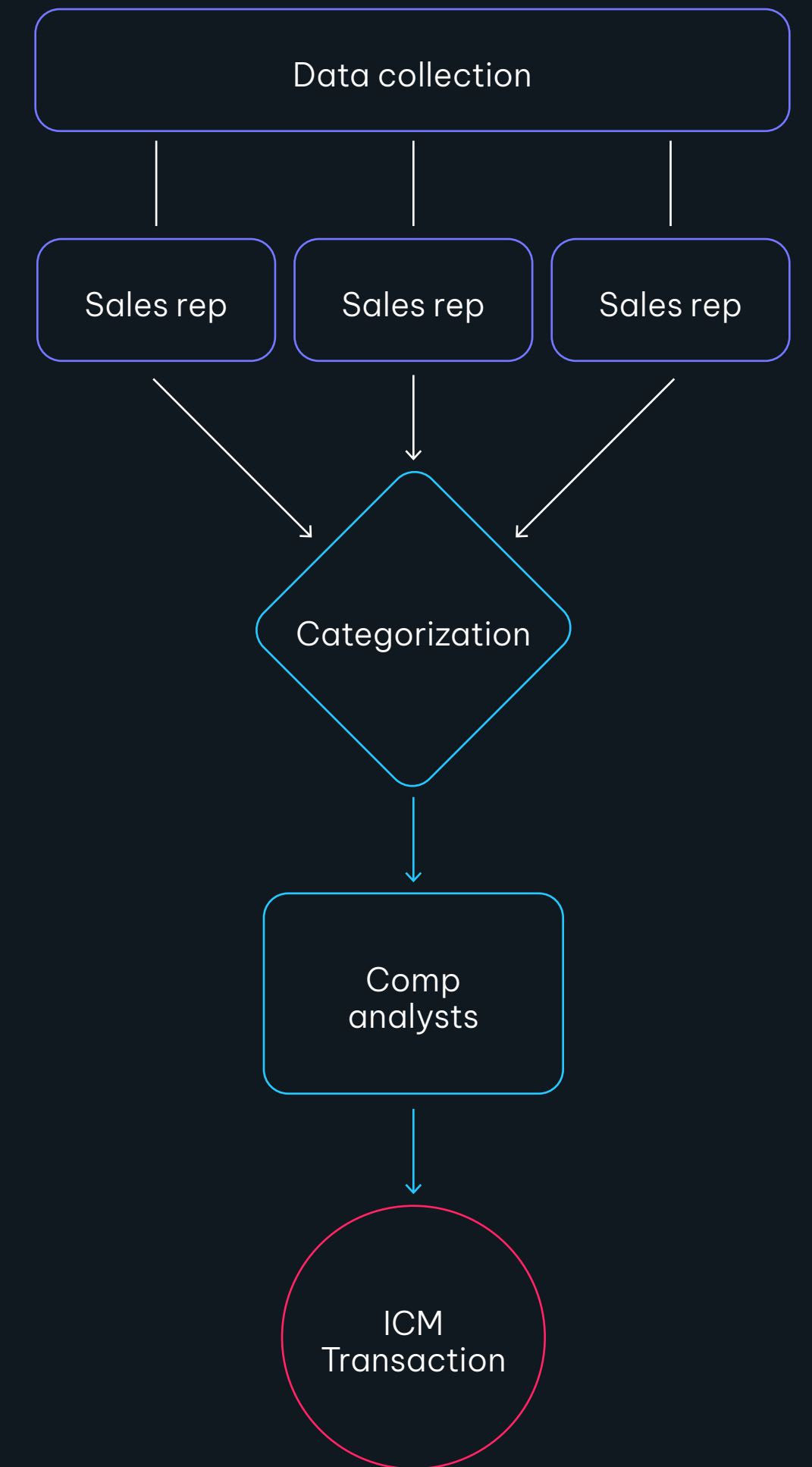
A North American bank was challenged with inaccurate reporting of transactions by sales executives, which resulted in compensation overpayment and recoveries.

The solution:

An automated, multi-step NICE SPM workflow was designed to confirm the data reported by sales reps, while distributing the validation workload among geographical regions. This process resulted in a dramatic reduction in overpayments.

The automated workflow:

1. Pulls data from various source systems.
2. Presents the data to each sales rep, allowing them to make changes, add additional information if necessary, and submit the payment request.
3. Sales transactions are then categorized by value and defined business rules in an overnight process using database procedures.
4. The request is assigned to a compensation analyst based on region and using an algorithm that ensures an equitable distribution of forms.
5. Analysts take appropriate action (accept, reject or return to payee).
6. Once approved, the reported sale is converted into an ICM transaction.



04. Automating Compensation Recoveries (Clawbacks)

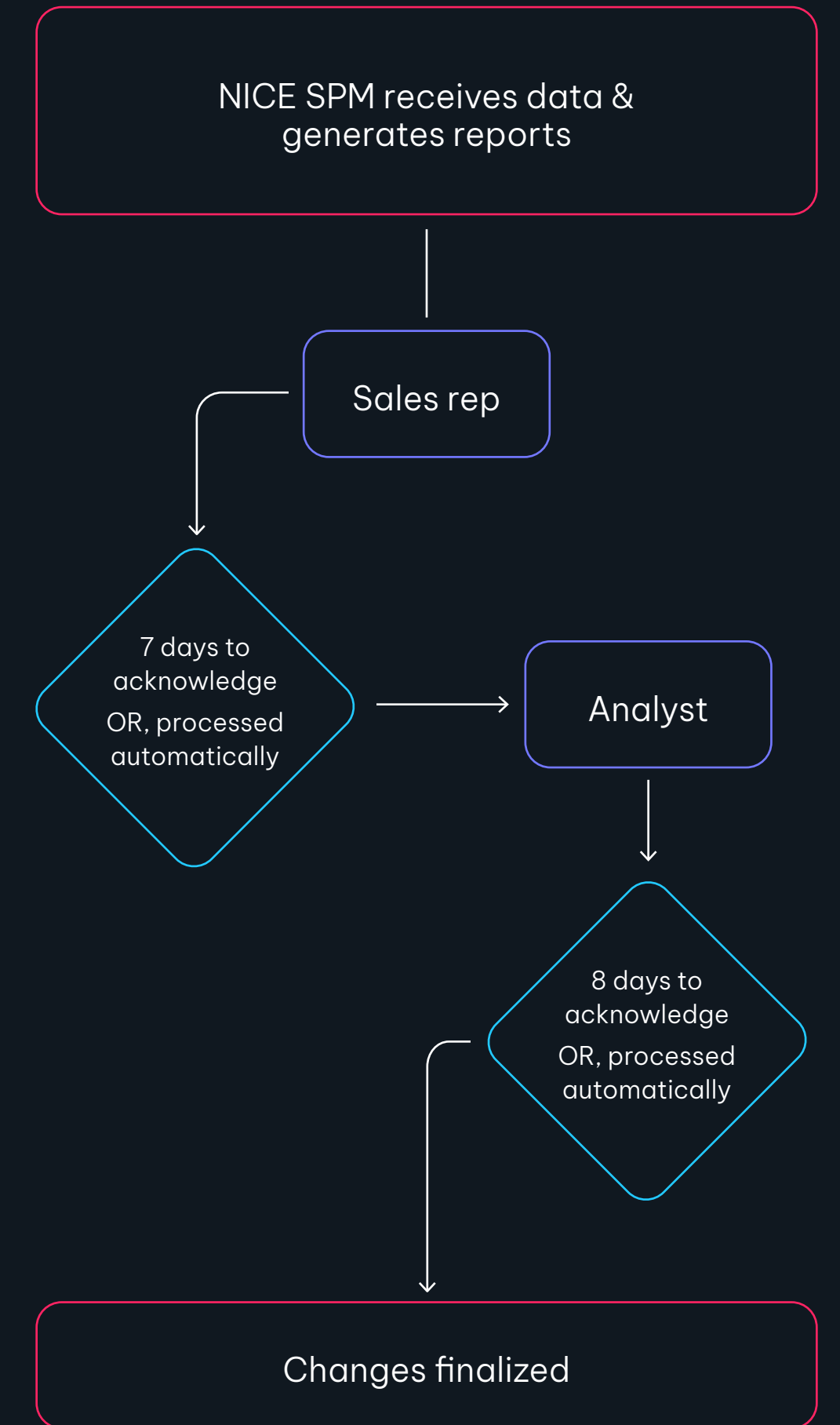
The problem:

Sales commission recovery (clawback) is an unavoidable eventuality at large companies. At one such organization, as in many others, this process was carried out manually by the compensation team and consumed precious time.

The solution:

A new end-to-end process automates each step in the clawback workflow, ensuring that recoveries are implemented in a smooth, objective and timely manner.

1. NICE SPM receives compensation data from an external source and generates a report for every sales rep listing all their commission recoveries.
2. The sales rep then reviews the information in the report. Afterwards, or if the rep does not acknowledge the document within 7 days, it automatically moves on to an analyst for approval.
3. After the analyst's approval, the recoveries are finalized and reflected in the sales rep's subsequent compensation statements. If the analyst does not act within 8 days, the commission changes are finalized automatically.



05. Automating Plan Acceptance

The problem:

Generating a compensation plan with yearly quotas and bonuses for each sales rep and then getting their approval is the most common process in sales organizations. However, as universal as it is, each company has its own particular process elements, complications and requirements.

The solution:

The configurable NICE SPM workflow automates plan acceptance while accommodating the nuances at each company, saving time on the back-and-forth for approvals.

1. An automatic NICE SPM process running in the background continuously checks for new compensation-related inputs, indicating that a plan should be generated. This eliminates the need to manually submit a request for a new compensation plan approval form.
2. The compensation plan goes through a series of approvals, moving between multiple stakeholders (sales operations, business operations, comp analyst, manager). The process supports mutual direct communication between all parties in case of a discrepancy regarding the compensation information.
3. Each individual sales rep is notified about their plan, with a request to review and approve it. They access a form displaying all the relevant details and, optionally, links to additional documentation.
4. To facilitate management of plan approvals, sales reps (payees) can be categorized as eSign (accept the form online by checking a check box) or Non-eSign (provide a document for their acceptance).

