



Business Challenges

Sanofi team has more than
400+ Incentive Plans

across
20+
business units

having
7-8
different plans per role

for different
levels
in sales hierarchy



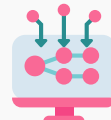
There were changes in incentive plans almost every quarter, which required them to rework their formulas in the spreadsheet



Sales operations team was spending hours calculating the incentive payout, working overtime during the payout month to give the final payout sheet in time to their finance team for processing of the payouts



This pressure would sometimes lead to errors in the paid amount



There were exceptions and changes in payout for previous period, which had to be handled manually in the subsequent months



No logs of changes in the payouts/incentive schemes were maintained, making it difficult for Financial Controller team to do the payout audit



Senior Leadership team would have to wait for the analysis to be made ready by MIS team until all the processing of the payout for the cycle was complete



Sales team did not have visibility of how much incentive were they going to get and when

How We Helped



Automate Payout Calculations

Kennect's Sales Compensation Solution allowed their admin teams to build incentive plans in the system and fully automate the payout calculations

They could simply carry forward previous cycle's plans to next cycle and make changes in the schemes. The calculations were handled by the system seamlessly without having to write new calculation logics

The change logs and audit ready reports were made available to the respective finance teams

Field teams are given access to their incentive tracking through mobile app, which provides them daily updated view of their and their team member's earnings

Incentive planner & simulator was provided which made understanding of the incentive plans by the sales teams much easier

Dashboards for sales leadership team were made available on the system, through which they can access important incentive analytics

Sales Data integration led to seamless flow of sales performance data between their internal system to Kennect

Query management was streamlined to allow Sales team to raise concerns with respect to their payouts directly from the app making the process

Benefits

~200+

~200+ man days effort saved for Sales Operations team annually through automation of incentives

100%

Close to 100% accurate payouts without any delays was achieved in less than 3 months of rollout of the application

1000s

Saving of 1000s of non-productive sales hours in shadow accounting by sales team members

Real Time

Leadership team gained real time access to incentive analytics helping them act faster on new incentive planning and mid cycle changes/ spiff announcements

<10%

<10% time was required to be spent on query resolution by operations team



Key Highlights

- Real time visibility of incentives available to all the sales team members across the organization
- More than 400 schemes configured and implemented every quarter across 20+ business units using a completely non technical scheme builder
- Quick Implementation in 3 months from project kick-off to Go-live