

Spectrio Scales Sales Organization with Performio's Enterprise-Grade Incentive Compensation Management Solution



Client:

spectrio

Industry:

Advertising and Marketing

Sales Reps:

120

i About

Spectrio is one of the nation's leading customer engagement technology providers. Known for cultivating unique brand experiences powered by professionally-produced content and marketing technology, Spectrio's solutions create a holistic customer journey with Digital Signage, Interactive Kiosks, On-Hold Marketing, On-Premise Messaging and Music, Wi-Fi Marketing, and Scent Marketing. Spectrio serves more than 100,000 client locations, ranging from local businesses to global brands.

? The Challenge

Initially Spectrio relied on Excel spreadsheets and manual calculations to manage their commission payments. Spectrio sells many services to different companies and as a result they have a tremendous amount of skus and product lines. The messy data required that they review each line item in close detail.

Adding to the complexity was the fact that they had acquired a lot of companies, each with their own unique pay rates and payment structures in place across the team. On average they acquire 4 - 5 companies each year which adds a lot of challenges when it comes to making changes and adjustments to sales comp plans. Managing this process in Excel for over \$3M paid in commissions per year was very challenging.

"We had one full time person who would lose 2 - 3 days per month manually checking records and dealing with rules of engagement issues," recalls Tad Caudill, Commissions Manager, Finance. "We also had challenges managing a large volume of disputes because sales reps did not clearly understand their comp plans and how they were being paid."

“

The feedback on Performio from the sales team has been universally positive, they love the transparency into their commissions and how easy it is to use.”

Tad Caudill,
Commissions Manager, Finance,
Spectrio



The Solution

After evaluating solutions in the market, Performio stood out for its ease of use, flexibility, and reporting capabilities. In addition, the Built for NetSuite connector was a compelling product capability for the team.

The advantages of Performio over their old Excel process were very apparent. The ability to automate their entire sales compensation process, provide the reporting they needed, and reduce the internal cost of managing the sales commissions process provided a clear ROI for selecting Performio.

“I really liked the NetSuite connector data integration,” explains Caudill. “The ability to take any report in NetSuite and schedule the import into Performio is a huge time saver. In addition, we are able to manage dispute resolution much more easily.”



The Results

After rolling out Performio, Tad’s team was able to repurpose the full time person managing commissions to a more impactful area of the business. Building the plans are now very simple. Performio’s flexibility enables them to easily modify comp plans based on key criteria.

“I have made a lot of changes to our sales compensation program as a result of using Performio,” says Caudill. “I can analyze how much we are paying in commissions, review outlier situations where we are paying too much in commissions to certain reps, and then modify comp plans to correct those issues.”

“The feedback on Performio from the sales team has been universally positive,” says Caudill. “They love the transparency into their commissions and how easy it is to use. It is a lot easier than our old process of downloading an Excel file and reviewing each sales line item one by one.”

“The customer service at Performio has been incredible,” says Caudill. “Even after our roll out, our lead professional services consultant continues to show me different tricks to take advantage of the full capabilities of Performio. The customer care is pretty incredible.”

“Once you implement Performio and have it rolling, there is not too much additional work that has to be done,” explains Caudill. “It’s a hands-on tool. You can do a lot of customization, make manual changes, and have total control of the application.”

Since selecting Performio, the team at Spectrio has rapidly grown and today more than 120 sales representatives are on Performio. The solution continues to meet their needs as they scale and will support Spectrio as they pursue future growth.