

New incentive structure better rewards performance and lowers costs

Partner rebates and incentives represented a substantial expense for the client. Touch helped the client improve reporting and accountability around this spend, while keeping partners satisfied and motivated. The result was significant cost savings, performance gains, and management control.

Touch helps Fortune 500 leaders solve business problems. We make you better.



Touch
4016 148th Avenue NE,
Building N
Redmond, WA 98052
info@touchworldwide.com

+1 888 732 6777 Toll free
+1 425 885 0684 Office
+1 425 885 068X Fax

touchworldwide.com

Background

A leading software manufacturer needed to evaluate its spend on channel rebates and incentives. The client's new COO demanded a detailed accounting on how rebates and incentives were being spent and proof of their effectiveness in driving forward the business. Rebates and incentives were not centrally managed. Decision making and accountability was spread across different business divisions with local implementation. Reporting was fragmented and incomplete.

The client's financial exposure was significant.

No structured project or change management was in place.

Business Objectives

- Control rebate and incentive spend to realize cost savings and performance improvement
- Identify which rebates and incentives produce the best performance across partner types
- Minimize any adverse impact on large, strategic partners that had become increasingly dependant on the client's rebates and incentives for profitability
- Create a centrally-managed rebate and incentive governance program to coordinate and align all rebates and incentives

Capabilities Required From Touch

- Detailed understanding of partners, rewards systems and performance incentives
- Analysis of complex data to gain insight and to draw recommendations
- Rigorous project management across multiple organizations and teams to keep a project of massive scale on track and moving forward
- Ability to drive accountability and ownership across senior corporate leaders while leading a collaborative effort

Benefits Realized

- Cost savings and increased return on investment from rebate and incentive spend
- Centralized control through strong governance and guidelines coordinated and aligned across programs
- Clear accountability and management responsibilities with improved, actionable reporting

Quick Success Fact

When reviewing large, complex programs, include business-owner level project and change management to ensure success.

About Touch

Touch helps Fortune 500 leaders solve business problems.

From fine-tuning operating models to managing complex organizational changes, we help you create ongoing operational excellence. Our operations expertise addresses four key practices: sales operations excellence, change management, performance and rewards frameworks, and project management.

Touch, we make you better.