



CUSTOMER PROFILE:

Telecom

WEBSITE:

www.bt.com

LOCATION:

UK

BUSINESS NEED:

BT wanted to improve sales productivity by:

- Outing operating costs without compromising its business strategy
- Efficiently managing bonus payments
- Improving bonus modeling and comprehensive sales reporting capabilities

NICE SOLUTIONS:

- NICE Incentive Compensation Management

THE IMPACT:

- 11 percent increase in productivity
- 14 percent increase in sales
- 37 percent decrease in operating expenses



BOOSTING SALES PRODUCTIVITY

ABOUT BT

BT Business, created in January 2000 as a subsidiary of BT Retail, is dedicated to serving the needs of small and medium sized companies in the UK. BT Business is the number one provider of telephone systems to UK businesses, with more than 70,000 businesses a week contacting BT about their products and services for small businesses. BT Business takes orders for a range of 40,000 products and currently has 1.2 million customers

THE DRIVE FOR CHANGE

Bonus payments are an integral part of any business' sales team. For a company the size of BT Business however, creating bonus plans in house for a range of 40,000 products and 2000 employees can be daunting. BT Business turned to NICE Systems, the leader in Sales and Service Performance Management, and provider of the market-leading Incentive Compensation Management (ICM) application, NICE Incentive Management, to create a bonus environment conducive to boosting sales productivity and staff morale.

A division of BT Retail, BT Business was formed in January 2000 to provide small and medium sized businesses with everything from traditional telephone services and mobile technology to Internet access and web-based services. BT Business serves over 1.2 million companies ranging from one to 500 employees.

Prior to implementing NICE Incentive Management, BT Business was looking to cut operating costs without compromising its business strategy. So, BT Business decided it needed a front-end application that could both efficiently manage bonus payments and enable improved productivity. Looking for improved bonus modeling capabilities as well as comprehensive sales reporting capabilities, BT chose NICE Incentive Management from NICE Systems because it addressed these requirements, promised a quick ROI, and could be rapidly deployed.

THE NICE INCENTIVE MANAGEMENT SOLUTION

NICE Incentive Management offered BT the opportunity to solve its maintenance issues, including the annual cost overhead associated with the old sales bonus engine, decreasing overpayments and bonus inaccuracies, and freeing up valuable bonus administration team time. Easily integrating with BT's

legacy software and Siebel CRM application, NICE Incentive Management provided BT with a scalable solution capable of flexing to meet changes in plans and increases in the number of employees and business volume. Through compensation calculation and multi-plan creation automation, NICE Incentive Management tracks individual, team, and department sales performance and forecasted compensation costs, and enables staff to access or automatically receive compensation statements.

RAPID ROI

NICE Incentive Management reporting and modeling capabilities have enabled BT Business to better manage and predict bonus expenses while improving payment accuracy. Prior to NICE Incentive Management, BT had little visibility into pre-pay plans.

Now, BT is able to effectively respond to changes in plans quickly as well as give every role in the operation a view into their performance and corresponding bonus pay. The end result of NICE Incentive Management implementation at BT has been a boost in employee trust and confidence in bonus calculations and significant time savings for the bonus team.

ABOUT NICE SYSTEMS

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. www.nice.com