



CUSTOMER PROFILE:

Telecom

WEBSITE:

www.cw.com

LOCATION:

UK

BUSINESS NEED:

Cable&Wireless wanted to re-engineer their incentive models to reflect a new business strategy and company infrastructure, as well as migrate a new team from an acquisition to its incentive plans and quotas.

NICE SOLUTIONS:

NICE Incentive Compensation Management

THE IMPACT:

- 37 percent decrease in operating costs
- 22 percent increase in sales volume
- Double-digit growth in the first 6 months of deployment over the same sales period from the previous year

Cable&Wireless

ADAPTING TO CHANGING BUSINESS STRATEGY

ABOUT CABLE&WIRELESSE

Company overview:

Cable&Wireless is a leading international communications company. The Europe, Asia and US business units of Cable&Wireless provide enterprise and carrier solutions to the largest users of telecoms services across the US, the UK, continental Europe and Asia, as well as wholesale broadband services in the UK.

The International business unit operates integrated telecommunications companies in 33 countries offering mobile, broadband, domestic and International fixed line services to residential and business customers, with principal operations in the Caribbean, Panama, Macau, Monaco and the Channel Islands.

In 2005, Cable&Wireless acquired Energis

THE DRIVE FOR CHANGE

When Cable&Wireless acquired Energis, a technology-driven communications company based in the UK and Ireland, in November 2005, the company needed to re-engineer incentive models to reflect a new business strategy and company infrastructure, as well as migrate the Energis team to Cable&Wireless' incentive plans and quotas.

While complex and challenging, the acquisition of Energis was important to Cable&Wireless because it signaled an ambitious evolution in their business strategy – creating a focused customer service-based offer to a distinct group of customers demanding a wide range of IP-based services. To address these complex requirements, Cable&Wireless chose NICE Systems' market-leading Incentive Compensation Management (ICM) application, NICE Incentive Management.

THE NICE INCENTIVE MANAGEMENT SOLUTION

NICE Incentive Management supplied the Cable&Wireless commissions team with the tools they needed to reflect the company's changing business strategy in their incentive compensation plans, and to guide front line behavior towards updated corporate goals.

Additionally, NICE Incentive Management enabled Cable&Wireless to standardize their Target Letter and payment approval processes. Previous to deployment, Cable&Wireless relied on a burdensome and error-prone manual approach of physically distributing target letters to every employee which were then signed by payees and eventually returned to HR. Today, NICE Incentive Management streamlines the process by generating target letters which are automatically emailed to each individual for immediate approval. Finally, NICE Incentive Management enabled Cable&Wireless to support its new customer service objective focused on offering a superior customer experience. With re-designed payee statements, including dynamic tabs for ease of navigation, integration with SAP HR to validate acceptance of Target Letters, and incorporation of two legacy systems, NICE Incentive Management helped make the Energis transition smooth, and enabled quick response to evolving business needs.

RAPID ROI

With the help of NICE Incentive Management, the commission team was able to streamline multiple, fragmented pay plans, and because of its flexibility and scalability, NICE Incentive Management was able to do this rapidly, ultimately contributing to a 37percent decrease in operating costs. Additionally, NICE Incentive Management immediately

deployed a new incentive scheme to all employees, including former Energis personnel, to align behavior with changing business and market conditions, increasing sales volume by percent. In fact, in the first six months after deploying NICE Incentive Management, Cable&Wireless demonstrated double digit growth over the same sales period from the previous year.

NICE Systems' commitment to providing the most comprehensive and flexible ICM application on the market, and understanding Cable&Wireless' new business needs, has been instrumental in implementing a solution that addresses Cable&Wireless' wide ranging requirements.

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