



Success Story
Energy and Resources Industry



Remaining Competitive by Quickly Adapting Commission Plans

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Hera is now among Italy's largest multi-utilities, working mainly in the environment (waste management), water (aqueduct, sewerage and purification) and energy (electricity, gas distribution and sales, energy services) sectors.

Within the panorama of public services in Italy, the Hera Group's leadership can easily be recognized in a few figures: almost 9,000 employees who meet the needs of 4.4 million citizens in over 350 municipalities in Emilia-Romagna, Friuli-Venezia Giulia, Marche, Tuscany and Veneto.

Need



Hera wanted to reward those who adhere to their mission and values, using a culture of dialogue to promote the information sharing and the feeling of belonging to a single, integrated group.

To remain competitive, maintain growth, and promote their culture, Hera needed flexible commission plans that could be updated frequently by compensation teams, without the dependency on IT. Their need was complex, especially regarding plans and claw backs, with the constraint to integrate with their CRM platform.



Solution



To address their challenges, Hera selected beqom's Sales Performance Management solution, optimizing their processes to manage a growing number of external payees and large data volumes.

As a result, beqom provided them with a simple, fully-integrated solution, customized to their structured commission plans. They now can simulate new scenarios and define new rules, based on grids and historical data, to generate forecasts.

Benefits



By leveraging beqom, Hera:

- Removed the dependency on IT, allowing business users to quickly create new incentive plans
- Streamlined system and tuned performance to address both growing data volumes and the high turnover of sales agents

Corporate Snapshot

Sector: Energy and Resources

Headquarters: Bologna, Italy

Total employees: 8,874*

Total revenue: €6.14 billion*

*in 2017

Veronica Musiani,
Sales & Marketing Services

"We are well satisfied with the product and the beqom people who support us in addressing continuous changes and challenges."





Happiness is the best driver of success

Our mission is to make the workforce of our customers happy. beqom drives happiness by allowing business managers to lead, align and motivate employees and partners. The beqom Total Compensation solution is used globally across all industry sectors by over 100 large companies such as Microsoft and Vodafone. It addresses all performance and compensation aspects such as salary review, bonus, long-term incentives, commissions, benefits, non-cash rewards and all key drivers towards employee performance and sales performance.

HR, sales and finance departments leverage our platform to drive performance, retention, cost optimization and... happiness among their people.

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