



Orange

Success Story
Telecommunications Industry



orange®

Increasing Clarity and Talent Retention With beqom

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Orange is one of the world's leading telecommunications operators with sales of €40,9 billion and 152,000 employees worldwide, including 93,000 employees in France. Present in 29 countries, the Group has a total customer base of 269 million customers worldwide, including 208 million mobile customers and 19 million fixed broadband customers. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services.

Need



Orange was in search of a compensation solution that could support their operations in two divisions: consumers and businesses. They required a robust solution that could manage the compensation of sales personnel at their retail stores, and empower its partners and resellers to improve the transparency of commissions for B2B resellers.

Tasked with keeping up with customer demands, and in an effort to maintain market share, Orange wanted a solution that would face the challenges of motivating and securing the loyalty of their sales force.

Solution



After evaluating several compensation systems, Orange selected beqom's Sales Performance Management solution for the ability to align and manage all of their sales compensation strategy, plans, people, and processes in one place.

Today the organization has visibility over their B2B resellers in a centralized place. Managers are empowered to set incentives based on specific variables, whereas users can quickly gain knowledge of their compensation situation at anytime and in a central portal.

Benefits



By selecting beqom, Orange has overcome several challenges, leading to:

- A reduction in reseller partner claims, significantly improving relations between orange and its reseller network.
- A reduction in the amount of overpaid commissions by up to €100,000 per month.
- Increased motivation across the organization through the ability for employees to see their compensation scenarios in real time.

Corporate Snapshot

Sector: Telecommunications

Headquarters: Paris, France

Orange Group revenue: € 7.3 billion*

Present in **6500 locations**

Total employees: 21,000

Total number of customers: 263 million

*in 2017

Eric Jacquinet, Head of Compensation & Benefits for Orange Partner Network

"Using beqom, Orange has reduced reseller partner claims by 90%... significantly improving, relations between Orange and its reseller network."



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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