



Success Story
Telecommunications Industry



Total Compensation Management on a Global Scale

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Vodafone is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 25 countries, and partners with mobile networks in 46 more. As of 31 March 2018, Vodafone has 535.8 million mobile customers.

Need



Vodafone competes in a highly dynamic industry where survival depends on being able to keep up with increasing customer demands to maintain market share. Faced with this more competitive, fast-paced marketplace, Vodafone transitioned their compensation strategy away from many locally controlled processes, to one that would reflect their global status.

With close to 90,000 people operating in 23 countries, they needed a solution to manage all compensation processes across the business. This included salary review, bonus, long term incentives, and allowances. The solution would have to manage various local reward structures and legal requirements within a global framework, as they looked towards replacing multiple existing systems.

Solution



Vodafone looked at their rewards strategy from a “one size does not fit all” perspective. Rather than selecting a standard talent suite, they chose beqom’s Total Compensation Management solution that conformed exactly with their unique company values and objectives. With beqom, Vodafone is managing its salary, bonus processes, long term incentives, salary reviews, and allowances. As a result, they now provide their employees with a clear picture of the link between performance and their personal objectives, ensuring fairness and transparency across the compensation process.

Benefits



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

- Improved efficiency by decreasing their salary review processes for over 89,000 users from 3 months to 15 days.
- A unified view over compensation and reward processes.
- Global consistency. Local rules are now in a common framework, with easy access to source data from anywhere in the world.

Corporate Snapshot

Sector: Telecommunications

Headquarters: London, UK

Total employees: 111,500*

Total revenue: €47.63 billion*

*in 2017

Bernd Flossbach, Head of Group Reward Operations & Policies at Vodafone Group

“Our team selected beqom after having performed a thorough market screening focusing on the incumbent and the leading HR Compensation Solution.”



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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