CASE STUDY

Sagacity
Part of **Accenture** Song

Identifying and Rectifying Revenue Loss in the Sales Commission Process

Client

Large Telecoms Provider

Revenue Assurance

Client Problem & Impact

Our large telecoms client uses brokers to sell their products and services. The brokers receive commission on all sales made when the customer relationship is established with our client.

The client operated a business rule which stated that any discount awarded on a sale, by the broker to the customer, would be deducted from the sales commission payable to the broker by our client.

However, there were minimal controls in place to monitor where discounts were being awarded to customers by brokers, but full sales commissions was being paid by our client.

Commission Payments

Data Analytics

New Broker Channel Controls

Sagacity Review & Remedy

Our team of industry experts analysed the sales generated by the broker channel, the tariff plan purchased, the discounts awarded to customers and commission paid to each broker.

Of the discounts awarded to customers by the brokers, 93% of the discounts had not been deducted from the commission payments. We identified 18,000 annual sales were subject to overpayments.

We updated the client's processes and added controls that applied the discounts to the commission payments on a monthly basis.

Outcome & Business Benefits

£860k total annual leakage saved

Our client not only benefitted from a significant reduction in broker commission payments, but also accurate and regimented oversight of broker sales discounts with our new controls in place.

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