

CSAA

California State Automobile Association (CSAA) provides a wide array of automotive, travel, insurance and financial services to more than 4.2 million members throughout California, Nevada, and Utah.

Industry: Auto

“ With the CallidusCloud solution, incentive compensation is now a business asset. We have the power to use incentive compensation to address market changes and opportunities, and take a proactive part in helping the organization achieve its next level of growth and better meet the needs of our members. ”

Michael Kahns

Manager, Sales and Incentive Compensation

PRODUCT

CallidusCloud Commissions

VALUE

Reduced time to market by three to six months for new products



CSAA Turns to CallidusCloud to Drive Strategic Growth

Find out how CSAA has greater business agility and insights to use incentive compensation as a proactive tool to drive revenue.

Challenge:

In the face of new competition and shifting customer demographics, CSAA saw the road for change. CSAA wanted to introduce new products and expand or adapt existing offerings to better meet customer needs and grow revenue. But CSAA's incentive compensation process was a mix of legacy IT systems, spreadsheets, and paper reports, lacking flexibility and delaying the ability of the company to bring new products to market and incentive compensation to the field.

Solution:

With CallidusCloud Commissions, CSAA has the foundation to roll out new products and make changes to existing products to better meet member needs. The company successfully rolled out two new insurance offerings, motorcycle and rental property insurance, in just a few months. Now, instead of spending time wading through disputes and spreadsheets each month, they can quickly find insights and confidently optimize incentive plans to maximize results.



Reduced

cost for IT administration and development



Change

compensation plans 50% faster



Decreased

dispute and support calls from the field by 75%