

# CASE STUDY



## Business Profile

nTelos is a wireless telecommunications company

## Industry

Telecommunications

## Geography

US

## Solution

Commissions  
Sales Performance Manager  
Configure Price Quote

## Benefit

- Increased sales by 8%
- Reduced commission disputes by over 20%
- Highly motivated sales force
- Streamlined selling process

## nTelos Increases Sales and Reduces Disputes With CallidusCloud

nTelos Wireless is a leading provider of wireless communications services to consumers and businesses in select areas of Virginia, West Virginia, Maryland, Ohio, Kentucky, and North Carolina. Through 60 retail stores and a wholesale agreement with Sprint, nTelos offers dependable high-speed nationwide coverage and all the latest devices and smartphones.

### The Challenge

Sales pipeline calculations were time consuming. Sales reps had little visibility into their commissions and often raised disputes, bogging down the commissions team, giving them no time to do strategic things like making new rules and designing new incentive programs. nTelos had a five-step sales process called GREAT, short for: greet, relationship, educate, ask, and think. But being manual, there was no way of ensuring reps followed the selling process and observations could not be tracked and analyzed. Also, given the dynamic nature of the wireless industry, new hires took months to get up to speed and seasoned reps constantly had to be motivated in different ways.

### The Solution

nTelos first implemented CallidusCloud's Commissions, followed by Sales Performance Manager (SPM), and Configure Price Quote (CPQ). For Commissions, nTelos migrated from an on-premise system to the cloud which significantly reduced the transaction time. Reps could see their commissions faster which worked as a great motivating factor. The system was smarter than before, recognizing problems and fixing them on its own. It reduced disputes, taking the pressure off the commissions team.



“ The three products: Commissions, SPM, and CPQ together provide kind of a glue that gives us a connection to the customer, gives our reps a connection to their commissions, and gives them an opportunity to be able to follow up (with customers) in this holistic circle. ”



Peter Friedenberg,  
IT Project Manager,  
nTelos Wireless.

The SPM tool was very easy to implement and easy to use. It increased sales, improved adherence to the GREAT selling process, and displayed sales performance and metrics on a dashboard. Being very flexible, the dashboard allowed leadership to change metrics on the fly, loading new streams of data. The tool showed the sales organization's hierarchy covering 400 reps, including new employees across 60 retail stores. Click on any one of the area managers and a leader could see everything that was going on with that area manager in a dashboard view. After a successful implementation across its retail channel, the company now plans to expand SPM to its dealer network.

nTelos deployed CPQ on iPads for reps selling in store. For each customer, the system checks his/her credit score and based on the customer's data and email usage levels, suggests the most appropriate plan for them. The system generates a proposal which can be emailed and followed up on. Through this guided selling process, new hires become experts right away while seasoned reps use it as a tool to quickly generate proposals and follow up.

In the wireless industry, it is said that if a customer is in a wireless plan that is right for them, they are going to stay around for longer. With its capability to match the right plans to the right customer, nTelos expects CPQ to have a positive impact on reducing customer churn.

## The Results

Thanks to Commissions, payout disputes dropped over 20%. The pipeline calculations were done in an hour down from 4-5 hours earlier, while complex modeling took up to 12 hours. With SPM, sales increased 8% in the retail channel to \$81 million. Over time the company expects CPQ to lower customer churn and increase sales. In terms of intangible benefits, the sales force is more motivated and new hires onboard quickly.

### Commissions

Commissions automates the incentive compensation process from sales order to payment and provides a platform for managing variable pay. The system provides comprehensive reporting and forecasting to model the effects of variable compensation plans and manage the distribution of plans and statements to the payees.

### Sales Performance Manager (SPM)

Sales Performance Manager measures sales activity and combines qualitative and quantitative data to give comprehensive insight into team performance. Performance improving objectives can be set and progress monitored to measure the effectiveness of the coaching program.

### Configure Price Quote (CPQ)

Configure Price Quote guides users to select the correct combination of products and services, the optimum mix of upsell/cross-sell offers as well as take advantage of pricing promotions. Margins are protected with pricing workflows and professional quote can be produced in minutes on a mobile device.

For more information visit: <http://calliduscloud.com/products/>  
Or call **1 866 812 5244**.

