Following Merger, Thrivent Financial for Lutherans Standardizes on Callidus Software’s Sales Performance Management Solution to Implement Incentive Management Strategies Faster.

Thrivent Financial for Lutherans is a Fortune 500 financial services organization headquartered in Minnesota and Wisconsin. Thrivent Financial offers financial products and services to its nearly 2.6 million members.

Thrivent Financial for Lutherans was officially formed in 2002 with the merger of Aid Association for Lutherans and Lutheran Brotherhood. The merger formed the largest fraternal benefit society in the United States. Today, Thrivent Financial maintains a network of nearly 1,400 local chapters. It is the only not-for-profit organization listed on the Fortune 500.

Merger Leads to Complex Compensation Processing

Following the 2002 merger, Thrivent Financial integrated two sales teams, as well as different product lines and associated compensation plans. As the new organization began operating as a single, larger organization, inaccuracies in compensation processing grew dramatically. Furthermore, the new incentive management strategies to drive top-line revenue and overall growth that Thrivent Financial was pursuing were encumbered by the legacy systems. The issues were the result of the complexities embedded within the two legacy systems.

Thrivent Financial quickly realized that the legacy systems were time-consuming, problematic, and had to be replaced. The long lead time needed to roll out new incentive designs and compensation plans had the potential to put Thrivent Financial at a competitive disadvantage. In addition, with two separate commission systems, the organization was challenged to ensure adequate controls were in place for the sales compensation processing.

Thrivent Simplifies Compensation Process Using Callidus Software

In 2006, the decision was made to simplify the sales compensation process and move away from the two legacy commission systems to a single Sales Performance Management (SPM) platform. Thrivent Financial needed a solution that was easy to use, scalable and developed by a vendor that understood its unique business challenges. Callidus Software was selected because of its robust SPM platform with the functionality and flexibility to administer increasingly complex sales compensation plans. In addition to simplifying the compensation process, Thrivent Financial relied on Callidus to compute compensation accurately and pay the sales team on time.
increasing the sales team’s trust in the process and compensation system. In addition, the compensation administration team is now better able to serve the sales team, providing improved reporting so that Thrivent Financial representatives can see exactly how they are being paid.

“Callidus enabled Thrivent Financial to standardize the compensation processes and cut compensation plan rollout time by 25-50%.”
— Garrett Gleason, Vice President of IT
Thrivent Financial for Lutherans

Thrivent Gains the Flexibility and Agility to Enter New Markets and Gain Market Share

Using the Callidus SPM solution has allowed Thrivent to remain competitive by creating the ability to quickly launch new incentive management components and thereby efficiently execute on their go-to-market strategy. For example, Thrivent launched a new Fixed Annuity product with a Long-Term Care rider, a key hybrid product for meeting the financial needs of their members. Thanks to the flexibility of the Callidus solution, implementing the necessary compensation changes was possible and relatively quick. Moving forward, Thrivent can now introduce new compensation design changes 25% – 50% faster than previous plan rollout-times and ensure alignment of sales objectives with new product designs.

Thrivent Financial is implementing the final product lines on the new Sales Performance Management platform, expecting to have its migration complete in 2011. With the robustness of the Callidus solution, Thrivent Financial will be able to quickly align the sales team to their corporate goals and objectives. Thrivent will be well equipped to enter new markets and gain market share in existing markets with the new sales and incentive strategies.

For the past five years Thrivent Financial has relied on Callidus to remain competitive in a challenging business environment. TrueComp® Manager has become the centerpiece of Thrivent Financial’s end-to-end compensation process. Standardizing the compensation process on the Callidus platform has enabled Thrivent Financial to launch new incentive management strategies.