

Nirvaha Customer Success Story

Nirvaha Helps Lucid Commerce Automate Commissions Process



At A Glance

SUMMARY

Lucid Commerce, a leading direct response TV advertising agency, maximizes results for TV advertisers using targeting, measurement, and optimization.

INDUSTRY

High Tech: Direct Response TV Advertising; \$23 Billion Industry

WEB SITE

www.lucidcommerce.com

KEY CHALLENGES

- Calculating complex commission plans
- Speeding up approval process
- Communicating commission payouts to sales reps

SOLUTIONS

Nirvaha Commissions automates commission calculations, reduces time for commissions processing, and dramatically improves communicating changes to sales reps, finance, and executive team.



As a veteran of four high-tech companies, Dan Wright knows the value of speed and efficiency in the workplace. Now president of Lucid Commerce, Wright is responsible for a team of ad salespeople that helps advertisers in planning, buying, tracking and optimizing television advertisements.

Lucid Commerce, through its Proceed Media Group, sells a very sophisticated service that uses technology to analyze millions of customer records to determine which TV shows (known as time slots or placements in the business) generate the best response among specific types of viewers. "We can then generate media profiles for thousands of TV stations and time of day," said Wright, "and tell our media clients which TV time slots are most likely to generate the most value for specific types of customers they are targeting in their ad campaigns."

"This is a highly competitive industry, so I need to keep my sales team motivated and focused," said Wright. "Like many companies, our commission plan is complicated and uses accelerators, kickers, quotas, and other incentives to keep our salespeople selling at the highest margins possible."

Wright and his team originally used spreadsheets to track each salesperson's commissions, but it was very time consuming for

both the sales management staff as well as the executive team. "We had to cut and paste each rep's commissions out of the spreadsheet and send them to the rep for verification, then on to the finance and executive team for approval," said Wright. "If there were discrepancies, we'd have to start the process all over again." Once the commissions were calculated and approved, Wright's team would then have to export the data back into their Salesforce CRM system that the salespeople use and the commission amounts into the QuickBooks accounting system to generate commission checks.

"It was so laborious, complicated and time consuming that we got to the point where we just wanted the problem to go away," said Wright.

Wright's team searched and compiled a comprehensive list of products and services. "We found some great solutions out there, but they cost tens of thousands of dollars and were total overkill for what we needed," said Wright. When asking other companies about how they solved the problem, Wright was cautioned to be careful of seemingly low cost and entry-level solutions. "Some products were simply glorified Excel spreadsheets, and we found we'd have to spend thousands in professional services to get the product to do what we wanted."



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Dan Wright
President
Lucid Commerce

One company that was recommended by several companies was a Seattle-based company called Nirvaha, Inc. "These guys are a bunch of former Microsoft veterans who developed an online service to process commissions, quoting, billing and other financial services," said Wright. "They handle commissions similar to how ADP® handles payroll, so I don't have to install or maintain any software on my servers. Most importantly, we didn't have to change the way we do business to conform to the format of the service provider."

The workflow for processing commissions is now much faster, more accurate, and provides a superior method of reporting compared to their old "cut and paste" method in Excel, according to Wright. "Nirvaha's customer support team was great in helping us import our complicated commission plan and set up rules within the Nirvaha system," said Wright. "That was a one-time process and now we can modify the commission plan rules ourselves at any time."

With Nirvaha Commissions service, Lucid's workflow is highly simplified. The sales operations manager first brings customer orders and payments into Nirvaha from Salesforce and QuickBooks and reviews the imported orders. Nirvaha then automatically calculates the commissions based on the pre-programmed rules. The manager emails the summary to finance and key executives, who then email back changes and approvals. The next step is sales team reviews. Some salespeople prefer to have a PDF of finalized commissions emailed to them,

whereas others simply log into Nirvaha to view their commissions online. The sales team is given until the end of the week to OK their commissions, at which time the sales ops manager makes the commission payments and exports the check register to their payroll processor. Data is also sent to Salesforce and QuickBooks to keep their records updated.

"With Nirvaha we've saved a substantial amount of nonproductive time for the sales operations manager, the salespeople, and the executive team," said Wright. "The sales team now has full visibility into their customer orders, payments, and the specifics of the commission plan as it relates to each line item on an invoice. The sales ops manager now has more time to focus on higher value activities that improve the sales team's efficiency, and the executive team has real-time visibility into cash flow and revenues."

"The bottom line is that everyone on the team now has more time to concentrate on increasing sales and servicing our customers rather than being bogged down with processes and procedures," said Wright. "We also have the ability to easily modify our sales commission plan right down to individual line items to better reflect our changing business needs and strategies. Nirvaha has taken what used to be an onerous process and changed it into a competitive advantage, allowing us to be more nimble in a very fast moving marketplace."

For more information on Nirvaha's Commissions service, please call 425-451-4942 or sales@nirvaha.com