zensar

"Commission"ing efficiency

by making data usable for the largest health insurance provider based out of the USA

Case study

Overview
An incentive to integrate

Our client is the largest healthcare provider based out of the USA. Calculating incentives and bonuses for salespeople based on their performance every quarter formed an integral part of their operations and processes. While they had a SaaS commission processing engine on cloud to do this, they were paying huge amounts of money to generate incentive related reports and dashboards. We turned up the functionality of their compensation management processes, by providing self-servicing capabilities and a superior reporting and dashboard experience at a fraction of the cost offered by their enterprise engine.

Challenges
The cost of compensation

Our client had the support of a commission processing engine to manage the incentive and compensation payouts. But reports in the engine were pay per use. So every time they needed to generate a report, they had to source data into the engine, paying huge costs to do so. The client was also looking for custom reports and dashboards that could provide a holistic view of the compensation data. But enabling this functionality in their existing engine involved significant costs. Moreover, the engine's reports were basic, lacked insights and didn't have the level of granularity required for deeper analysis. Further, they couldn't support

their base of 5000+ users with self-service capabilities to view their compensation/incentive information. As the data was stored in various siloed systems outside the commission processing engine platforms, there were significant delays in moving data inside and out, resulting in employees being unable to access the compensation information on time, leaving them disengaged

Our Solution
Bringing the data home

We implemented a data integration platform that consolidated multiple operational data sources and external system feeds, including the commission processing engine data, into an in-house data warehouse. With seamless data integration in place, we also built custom reports and dashboards layer at a fraction of the development and maintenance cost incurred by the commissions processing engine. These dashboards helped to give segment-wise insights on the compensation disbursed like geography, credit type etc. The dashboards were made mobile-friendly for easy access by the sales team members.
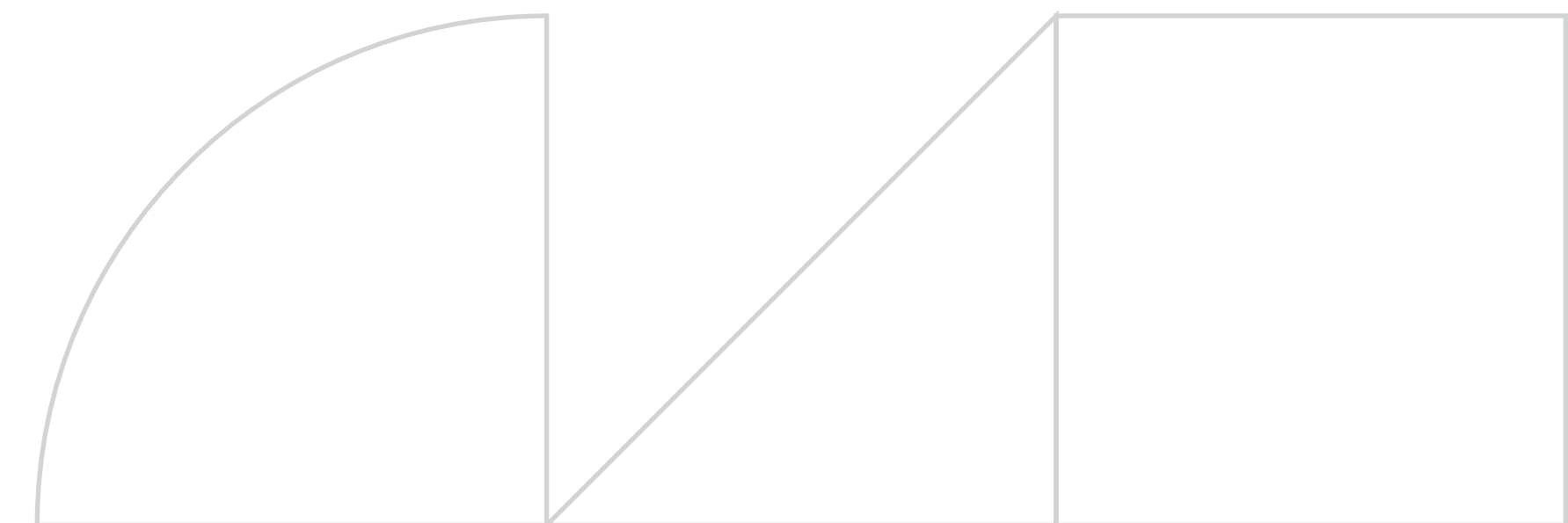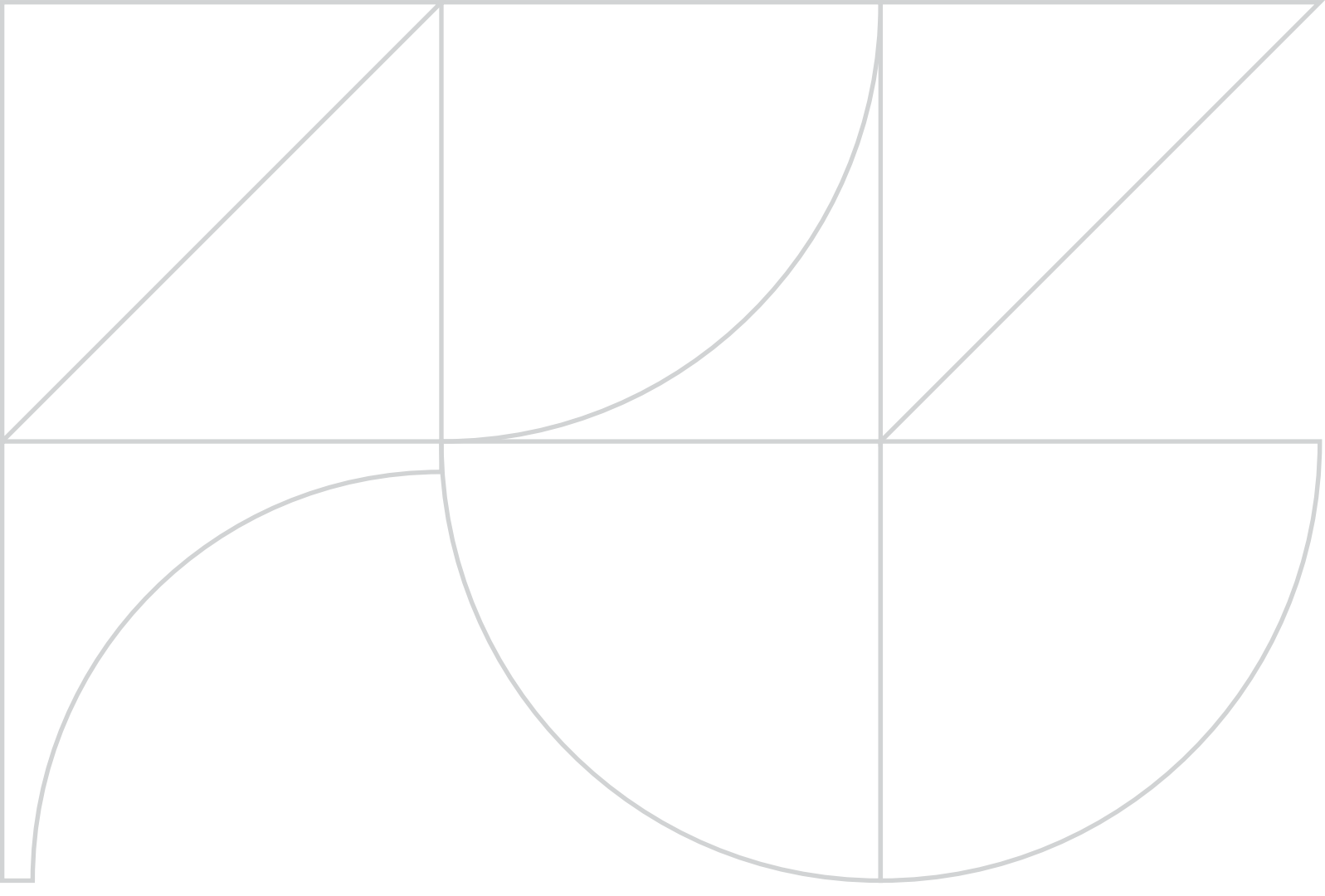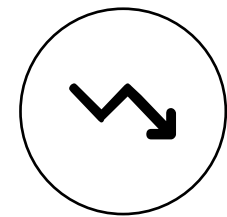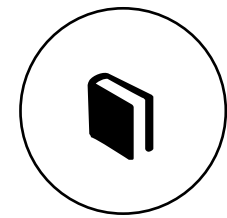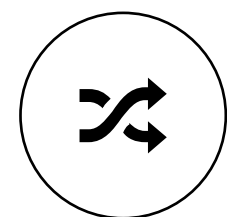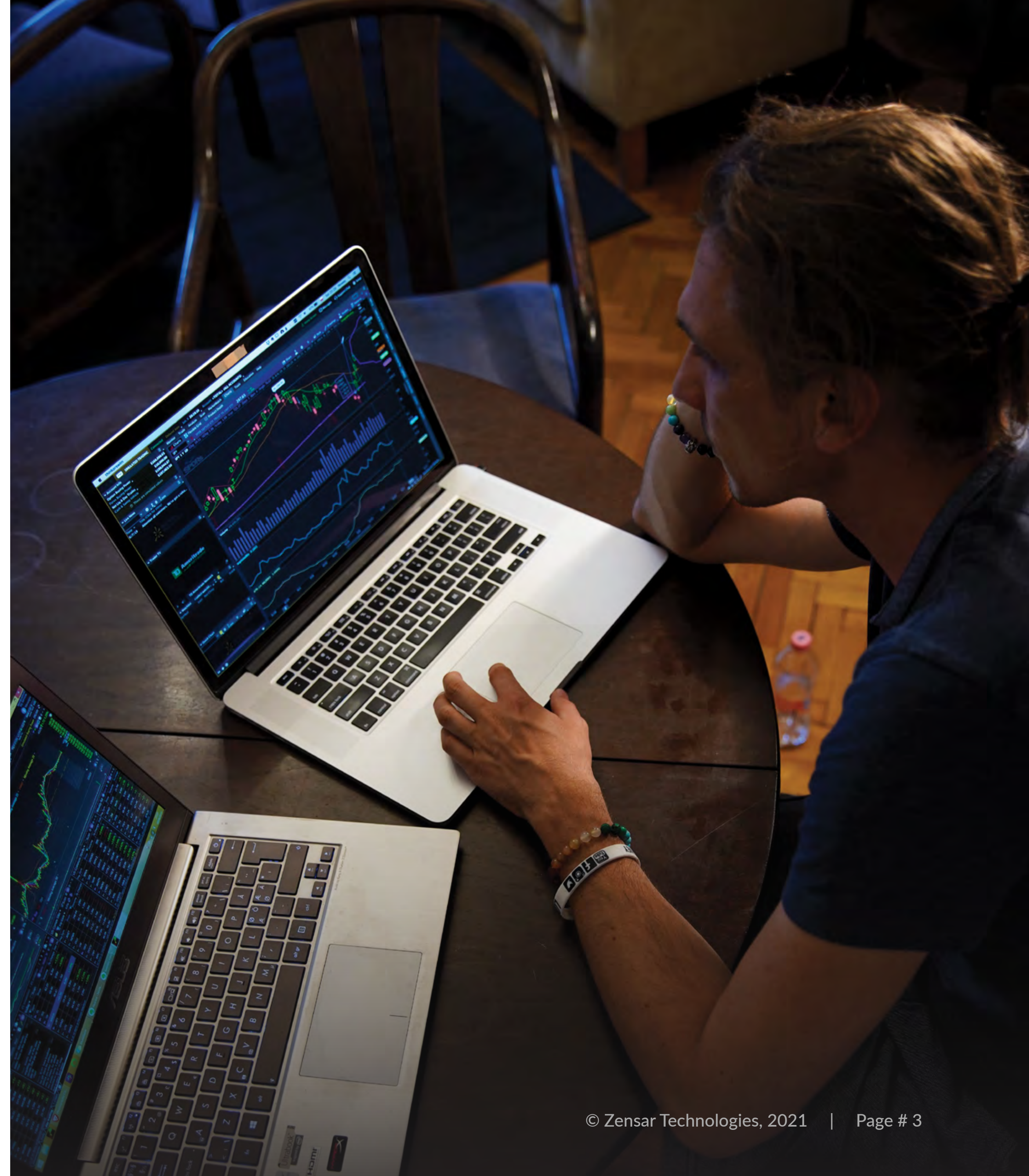
Impact
Data in, costs out

80% reduction in reporting cost

7.7 million policy holder's data used for reporting

Moving away from canned to **custom-built interactive dashboards**

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We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

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