

COMARCH



Comarch Commission & Incentive at Idea Bank

Case study



Dossier

Company
Idea Bank, a dynamically growing Polish financial institution catering mainly to entrepreneurs

Industry
Banking

Project objective
Shorten the process of commission calculations and centralize settlements from all sales channels

Implemented solution
Comarch Commission & Incentive

Solution supplier
Comarch

Project duration
Q4 2015–Q4 2016

Project objectives

At the initial phase of its operation, Idea Bank used spreadsheets to prepare commission calculations. What sufficed at first, when the bank was a relatively small financial institution, soon became a nuisance as the bank grew rapidly, mostly due to the expansion of sales channels. Incentive compensation processes no longer kept up with business dynamics.



As the Bank is one of the most innovative financial institutions in Poland, or even in Europe, receiving several significant awards for its products, that was my ambition to implement such a back-office system for commission settlements that would provide our bankers with the highest user experience level, same as with our customer applications.

— Małgorzata Schön, Director of Commission System

As the whole process was time-consuming and prone to errors, Idea Bank strived for introducing a system that could not only allow

to speed things up, but also serve detailed data on commission costs on all levels of the sales process, control the efficiency of motivational systems and detect commission frauds.



Our key requirement was that the system must be flexible and parameterizable, so that business administrators alone could make all necessary modifications of commission rules. It was crucial for us to have the maker-checker functionality and be able to track all changes in system logs.

— Małgorzata Szturmowicz, CFO, Idea Bank



Project challenges

For both parties, the biggest challenges of the project included the integration with data warehouse and reconciliation of sales data. The latter came from many sources within Idea Bank's systems and so it was essential to develop a mechanism to reorganize and merge them.



With our analytical support, the client partly completed this task on their side by creating a central customer file. We took care of the remaining part – we made proper adjustments in the universal import of sales events.

— Rafał Kwarcianny, Project Manager, Comarch

Comarch Commission & Incentive is now powered from two sources, but on the system side there is an integrated and consistent set of data, on the basis of which all commissions can be reliably calculated.

Another issue to contend with was modeling a complex, banking sales network and developing tools that would allow flexible settlement. Although the bank's distribution network consists of many, often intersecting channels, the Comarch team was able to provide a system in which individual parts of the network can be treated independently.

Project results / benefits

The Comarch commission engine proved to be flexible and customizable enough for Idea Bank to configure the entire incentive compensation plan on their own. Because the whole mechanism is largely understandable to bank's employees, Comarch support was limited only to short training sessions and individual guidance during the configuration process.



Our business administrators are able to independently manage the calculation and settlement processes, and user privileges, as well as parameterize commission rules, and generate ad hoc and periodical reports – all with minimum assistance of IT professionals.

— Marek Zalewski, Head of Commission Analysts Team, Idea Bank

During eight months that passed since the analysis phase until the system launch, the bank has also gained more efficient use of human resources – as employees can now focus on their sales activities instead of being barraged with spreadsheets and invoices. Apart from that, all network data is stored in one, central place. Lastly, transparent incentive programs that are now in place result in an increased sales performance.



We analyzed eight IT suppliers' offers but only Comarch had the system which is continuously maintained and developed. Moreover, the architecture of Comarch Commission & Incentive aligned perfectly with our concept.

— Małgorzata Schön, Director of Commission System

All the bank's sales network units have access to real-time information on sales and commissions. Automated network management allows fast changes in the network structure and commission calculation rules, which not only influences performance but also shortens time-to-market.

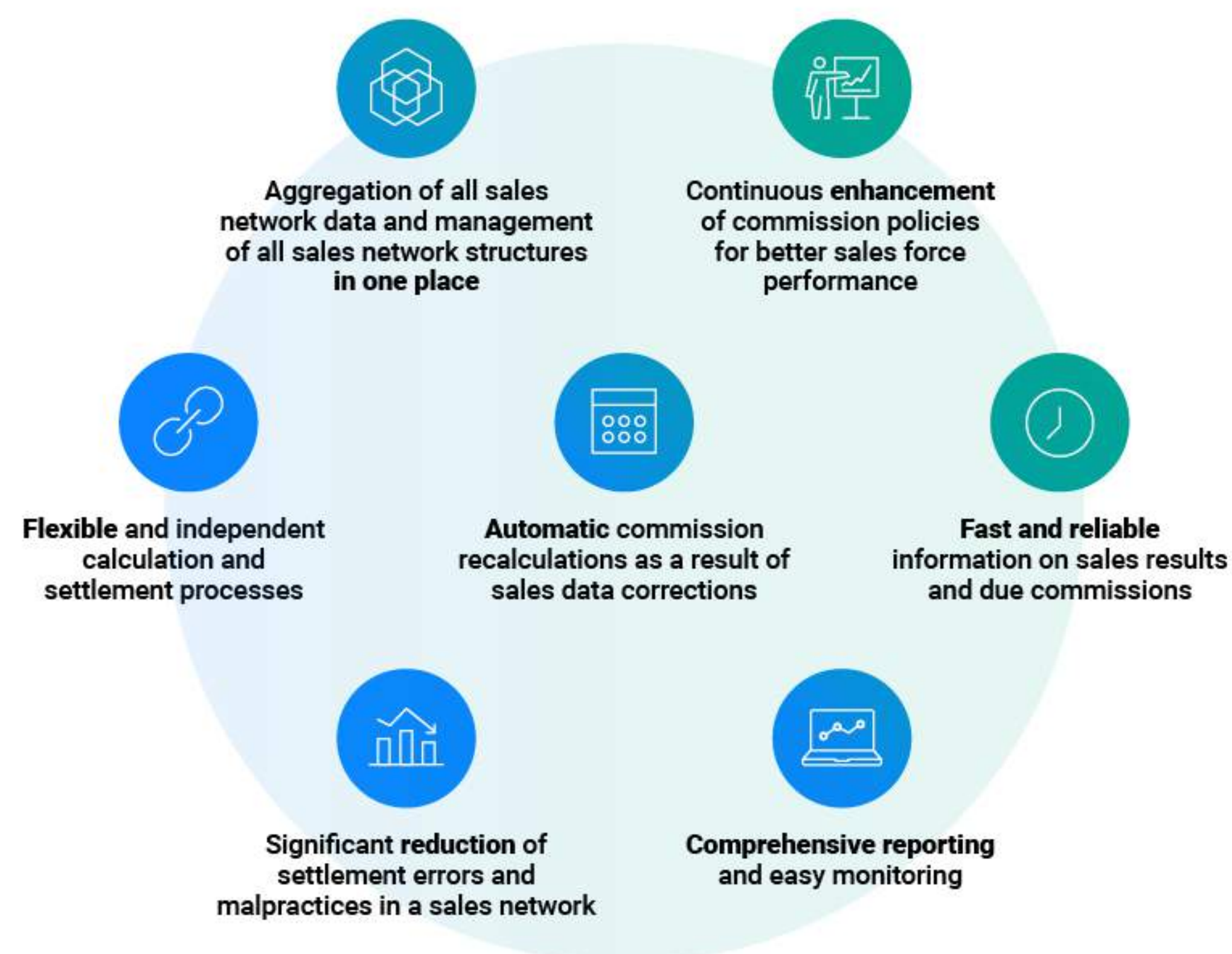


The system is brilliant. I see the whole production of the branch and I can control the production of my people. At the position of a seller, I can finally manage and check my production. On top of it – it is intuitive.

— Michał Wierzbicki, Branch Director, Idea Bank Opole



Solution competitive advantages



Comarch Commission & Incentive

The solution supports incentive compensation planning and sales network management in insurance companies, banks and other financial institutions. The system functionality has evolved from a commission settlement application to a modern ICM platform, supporting management and communication of sales network via agent portal. Gartner's analysts in their report MarketScope for Insurance Incentive Compensation Management recognized the system as one of 13 most outstanding global IT solutions in the area of commission calculations and settlements.

Idea Bank

Idea Bank was created to support entrepreneurs in realizing the dream of their own business. It provides assistance in the development of micro, small and medium-sized enterprises. Multi-channel distribution network allows Idea Bank to effectively reach customers, both through call center units and a network of about 200 branches throughout Poland. At the end of 2015 this network consisted of 90 Idea Bank outlets, 75 Tax Care offices, 42 Idea Expert outlets, 18 Idea Leasing outlets and 2 Idea Leasing & Fleet outlets.

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ABOUT COMARCH

Founded in 1993 in Kraków, Poland, Comarch prides itself on being one of the leading software houses in Europe with a few thousand employees worldwide and thousands of successful projects carried out for the largest international brands.

With many years of experience in the industry, Comarch Financial Services, a business sector within the Comarch Capital Group, specializes in developing sophisticated software and IT systems for major financial institutions in banking, insurance and capital markets.

Our expertise has gained worldwide recognition and a significant portfolio of clients among insurers, banks, mutual and pension funds, brokerage houses and asset management companies in more than 30 countries.

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