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CASE STUDY

CLIENT: MAJOR TELECOMMUNICATIONS PROVIDER

As Greece's leading telecom operator, our client serves millions of customers with services across mobile, fixed-line, broadband, and TV. With a complex network of sales channels, ranging from owned retail stores to partner resellers and call centres, They faced increasing pressure to modernize and align its sales incentive operations across a diverse and fast-evolving product portfolio.

**INCENTIVES SIMPLIFIED,
PERFORMANCE AMPLIFIED**

ABOUT MOTIWAI

Motiwai offers a powerful, telecom-tested Incentive Compensation Management (ICM) system that helps large, complex organizations manage, optimize, and evolve their sales incentive programs. Built to handle real-world complexity—with precision, scale, and trust.

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Business Challenge

Managing incentives in telecom is anything but simple. Our client's existing incentive system, while functional, was fragmented and relied heavily on manual spreadsheets and semi-automated legacy tools. Specific challenges included:

- **Multiple commission schemes** across retail, call centres, franchisees, and field sales.
- **Monthly and quarterly cycles**, with different payment terms and KPIs per team.
- Need to handle **product-specific rules**, such as clawbacks for cancellations and bonuses tied to bundled or multi-service packages.
- **Lack of real-time performance tracking** and limited visibility into individual target achievement

One key complexity: telecom incentives aren't just about selling more. They must factor in location-based availability (e.g., whether fiber is available in a specific household), cancellations, usage levels, and multiple types of revenue—making simple incentive tools ineffective.

Why Motiwai

Motiwai brings deep domain expertise in telecoms. Unlike generic ICM systems, Motiwai was designed with telecom complexity in mind – from day one.

- **Tailored for Telcos:** The system was originally developed for telecom use cases, not retrofitted from other industries.
- **Experienced Team:** Motiwai's team had previously led successful deployments in multiple telcos, understanding the specific language and needs of the sector.
- **Stack Agnostic:** The system easily integrated with the customer's mix of internal tools, billing platforms, and data sources.



The Solution

Motiwai deployed its Incentive Compensation Management (ICM) platform to support our customer's entire sales incentive lifecycle:

- **Flexible Plan Design:** Models for individual and team-based commissions, tiered structures, clawbacks,
- **Advanced Calculations:** Incentives based on activation, usage, location availability, and more.
- **Automation & Transparency:** End-to-end flow from target setting to payout, replacing spreadsheets with real-time, auditable dashboards.
- **Tailored Approval Workflows:** Supporting variable cycles (e.g., monthly for stores, quarterly for B2B or indirect channels).
- **Configurable Hierarchies:** Incorporating complex and changing hierarchies of teams, franchisee partners, owned sales channels.

One standout feature was the system's ability to process clawbacks automatically—accounting for service cancellations, contract changes, or returns, something most traditional ICM tools struggle with.

Results & Impact

Operational Efficiency: Manual effort and errors dropped significantly.

Faster Payouts: Sales teams were able to get visibility into their commissions weeks earlier.

Greater Flexibility: They could now test and launch new commission plans with speed.

Stronger Sales Alignment: Managers could track performance down to the individual level and incentivize more precisely.

“One of their sales managers remarked that, thanks to the new system, they were able to push incentive payments earlier in the cycle—creating more momentum across the teams.”

What's Next

The company plans to expand the use of Motiwai's ICM to cover more departments and integrate even more data-driven components. With the telecom landscape evolving rapidly, having a scalable and agile incentive engine like Motiwai ensures the organization stays competitive, motivated, and aligned.