

Why spreadsheets are killing your channel incentive program

It's time for channels to move into the modern tech era

It's no secret: Spreadsheets are limited & make channel incentive management nearly impossible. Yet, a lot of channel professionals still depend on them.



Tech companies use spreadsheets for channel incentive planning, budgeting, and tracking



Tracking



Budgeting



Project management

SOURCES: BARC; DOMO

Does this sound like your business?

Here are 4 reasons to finally **SHIFT+ DEL** spreadsheets once and for all



1. Inaccuracies

88% of spreadsheets contain errors

One typo can alter the entire data

↑ Human error

↓ Productivity

Source: MarketWatch

2. Lack of automated analytics

Visually presented data is easier to consume



And colorful visuals increase readability by 80%



Say that visualization has a very high influence on productivity



Say that being able to visualize data significantly improved business insights

Source: MarketWatch

3. Slow and outdated logistics

Every rule is a fresh API call to the CRM

[Case study: Spreadsheets can delay simple processes]

CEAT tire - Customer claim process

As per the warranty, the CEAT tire can run up to 30,000 miles. What happens when a customer's tire blows out at 2,000 miles.

- The dealer fills out the complaint form and the customer is told they will be notified about the approval in a few days
- Details take time to be uploaded on a spreadsheet and CEAT takes a few more days to review the complaint

TIME & COST

This whole process takes 1-3 days and up to 3 FTE's.

With automation, this could be facilitated in less than 15 minutes.

You need **real-time ability** to add and access data straight from channel incentive program management applications

Source: IBM; Ventana Research

4. Maintenance pains

Users can **accidentally** modify calculations and data

[DID YOU KNOW]

12-18 hours every month are spent performing "spreadsheet maintenance" (updating, revising, consolidating, modifying, and correcting spreadsheets)

There are **no fail-safe features** to reduce cost or prevent mishaps by catching defects early

Source: IBM; FIELO

Your channel partner incentive program deserves better



Fielo's incentive automation platform allows organizations to easily design, manage and scale incentive programs.

Its Salesforce-native solution not only incentivizes desired outcomes, but also the behaviors that drive those results.

With Fielo's unified automated platform solution, there will be:

↓ Project errors

↑ Real-time visibility

↑ Productivity

This means

+14-15% productivity

+4-6% cost saving

from utilizing channel incentive program management automation solutions

Source: CMIC