

# How Asia's largest digital auto platform transformed sales performance in 100 days

CarDekho replaced 15 years of manual commission calculations and email-based reporting with real-time incentive visibility, driving measurable gains in program adoption, qualifiers, and payouts in under 100 days.

## CAPABILITIES USED



### COMMISSION AUTOMATION

#### Automated multi-variable commission calculation

Complex, multi-variable incentive structures calculated automatically in real time, eliminating manual computation and the delays that came with it.



### PERFORMANCE VISIBILITY

#### Real-time target vs. achievement dashboards

Sales reps access live target vs. achievement data via the mobile app, replacing periodic email updates with always-on performance clarity.



### GAMIFICATION

#### Leaderboards & competitive rank visibility

Sales users see their rank against peers in real time, creating healthy competition and sustained motivation throughout each incentive cycle.



### BUSINESS INTELLIGENCE

#### Granular performance insights by region & role

Business heads access performance data segmented by region and designation, enabling sharper incentive design and faster course correction.

## THE CHALLENGE

### Fifteen years of manual calculations, and a sales team flying blind

CarDekho is Asia's largest digital automotive solutions platform, connecting car buyers with OEMs, dealers, and sellers across more than 30 countries. With a sales team of 200+ users managing a complex web of incentive variables, the business had a problem that had quietly compounded over a decade and a half: commissions were calculated manually, and the results were shared with the sales team over email.

As the company scaled exponentially, the limits of that approach became impossible to ignore. Sales agents had no real-time view of where they stood against their targets. Business heads lacked the granular visibility needed to understand performance patterns across regions and designations, which meant incentive structures were designed with incomplete information. And as the complexity of multi-variable commission plans grew, manual calculation became not just time-consuming but genuinely error-prone.

The consequence was a sales force that was motivated to perform but given no clear signal of how their performance translated into earnings until it was too late in the cycle to change course.

## THE SOLUTION

### Real-time visibility for sales reps, and the intelligence for leaders to design better

CarDekho implemented Xoxoday Empuls as its sales performance management and incentive platform, replacing email-based reporting with a live, mobile-accessible system that put performance data in the hands of both sales reps and business leaders simultaneously.

**Automated commission calculation**, multi-variable incentive structures that previously required manual computation are now calculated in real time. Payout automation eliminated the admin effort of manual processing and removed the delays that had defined previous incentive cycles.

**Real-time target vs. achievement dashboards**, sales reps access their live performance data through the Empuls mobile app at any point in the cycle. The gap between action and feedback closed from weeks to moments, giving reps the information they need to course-correct while there's still time to act.

**Gamified leaderboards**, visibility of ranks against peers drives healthy competition across the sales floor. Reps don't just see their own numbers, they see where they sit in the broader picture, creating sustained motivation throughout the cycle rather than just at the end.

**Granular business intelligence**, business heads gain segmented performance views by region and designation. With the data to understand what's actually driving performance, incentive structures can be designed with precision rather than assumption.

## THE RESULTS

### Three meaningful gains, in under 100 days



In under 100 days, CarDekho's sales force showed measurable movement across every key program metric. More reps adopted the platform, more qualified for incentives, and total payouts grew, a chain of outcomes that reflects what real-time visibility does to sales behavior. When reps can see where they stand and what they need to do to qualify, they act on it.



For fifteen years, our sales teams got commission data over email. Empuls gave them real-time visibility into performance, and exactly what they needed to do to earn more.

**Granular visibility by region and role has changed how we design incentive programs, we're building structures based on data, not assumptions.**



**Head of Business Analytics**  
CarDekho

## COMPANY PROFILE

### INDUSTRY

Auto retail

### SALES USERS

200+

### USE CASE

Sales performance & gamification

### LOCATION

India

### GLOBAL REACH

30+ countries

### TIME TO RESULTS

Under 100 days

## CAPABILITIES

- Commission automation
- Real-time dashboards
- Mobile app
- Leaderboards
- Gamification
- Region & role segmentation
- Automated payouts
- Business analytics

200+ sales users · Real-time commission visibility via mobile · Performance data segmented by region and designation