

# How Chaipoint turned incentive transparency into a sales performance engine

India's largest chai-led beverage platform replaced manual commission tracking with real-time incentive visibility, motivating 120+ sales users across 43 cities to drive a 115% increase in incentive qualifiers in under six months.

## CAPABILITIES USED

<p><b>INCENTIVE MANAGEMENT</b></p> <p><b>Real-time commission visibility &amp; target tracking</b></p> <p>Business development users and distributors see their live target vs. achievement and incentive calculations in real time, no waiting for end-of-cycle reports.</p>	<p><b>AUTOMATED PAYOUTS</b></p> <p><b>Automated incentive calculation &amp; payout disbursement</b></p> <p>Complex multi-variable incentive plans, machine deployments, consumption data, deposits, and maintenance charges, calculated and paid automatically.</p>
<p><b>PERFORMANCE ANALYTICS</b></p> <p><b>Real-time sales performance insights</b></p> <p>Management gains live visibility into BD and distributor performance across 43 cities, replacing manual consolidation and end-of-period surprises.</p>	<p><b>REWARDS &amp; RECOGNITION</b></p> <p><b>Milestone-linked rewards &amp; recognition</b></p> <p>Sales achievements, machine deployments, consumption targets, automatically trigger recognition and rewards, reinforcing the behaviors that drive revenue.</p>

## THE CHALLENGE

### A sales network running blind on incentives

Chaipoint operates one of India's most distributed food and beverage networks, over 180 stores and 3,500 workplace communities across 43 major cities. At the heart of its growth engine are two sales populations: a business development team responsible for machine deployments, and a distributor network managing deployment and consumption. Both have incentive programs. Neither had transparency into how those incentives were calculated or when they'd be paid.

The incentive structure was genuinely complex. Consumption data for tea, coffee, and beans had to be tracked manually across thousands of machines. Variables like security deposits, minimum monthly maintenance charges, pullouts, and store agreements all fed into each individual payout, and all of it was managed through spreadsheets and manual coordination across multiple teams. The result was delayed disbursements, opaque calculations, and a sales force that had little reason to trust what they were being paid.

For management, the picture was equally unclear. Without real-time performance data, there was no early signal on who was tracking toward targets and who was falling behind, no lever to pull mid-cycle to course-correct behavior or protect revenue.

## THE SOLUTION

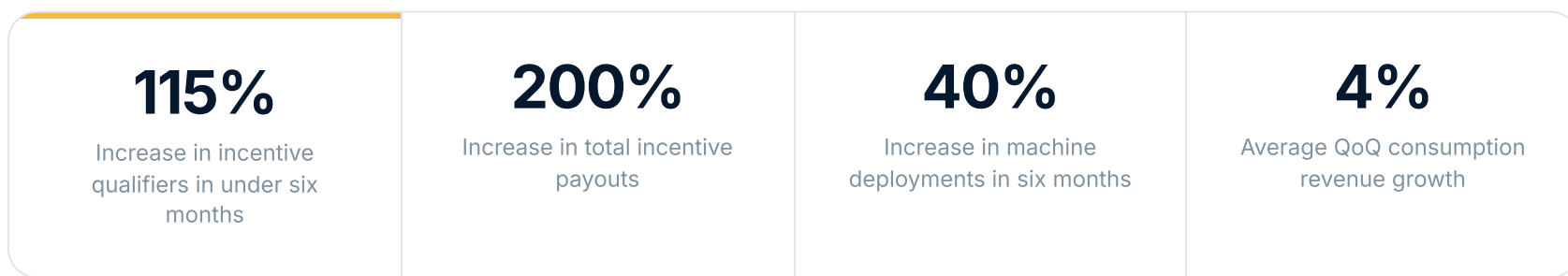
### Incentive transparency that motivates, and management visibility that delivers

Chaipoint implemented Xoxoday Empuls as its sales performance and incentive management platform, connecting the complexity of its multi-variable incentive structure to a single, transparent system that both users and management could trust.

- Real-time target vs. achievement dashboards**, business development users and distributors log in and see exactly where they stand against targets, what their current incentive value is, and how every variable feeds into their final number. The calculation is visible, not hidden.
- Automated multi-variable commission calculation**, consumption data, machine deployment counts, security deposits, maintenance charges, pullout adjustments, and store agreements are all factored automatically. What previously required manual consolidation across teams now runs without intervention.
- Automated payout disbursement**, once performance thresholds are met, incentive payouts are triggered automatically. End-of-cycle delays caused by manual data gathering and multi-team sign-off are eliminated.
- Live performance insights for management**, leadership sees real-time sales performance across all 43 cities, enabling mid-cycle course corrections that weren't possible when reporting was manual and backward-looking.
- Milestone-linked recognition and rewards**, deployment milestones and consumption targets automatically trigger recognition within Empuls, reinforcing the behaviors that drive machine growth and revenue.

## THE RESULTS

### Transparency drove behavior. Behavior drove results.



The numbers reflect what happens when a sales force can finally see what they're working toward. Incentive qualifiers more than doubled in under six months, not because targets changed, but because the people chasing them now had clarity on exactly where they stood. Machine deployments grew 40% in the same period as business development teams, energized by real-time visibility and automated recognition, accelerated activity across the network.



Before Empuls, our teams ran on faith, hoping payouts were right.

**Empuls automated it all. Payouts run on time, performance is live, trust became our biggest growth driver.**

**SO** Head of Sales Operations  
Chaipoint

## COMPANY PROFILE

**INDUSTRY**  
Food & Beverages

**SALES USERS**  
120+

**NETWORK**  
180+ stores · 3,500+ communities

**LOCATION**  
India

**CITIES**  
43 major cities

**USE CASE**  
Sales incentive management

## CAPABILITIES

- Real-time commission visibility
- Automated incentive calculation
- Automated payouts
- Performance dashboards
- Multi-variable plan support
- Milestone recognition
- Sales analytics

Sales performance managed via Xoxoday Empuls · 120+ BD users and distributors across 43 cities