

How a luxury automotive brand automated sales incentives across 33 franchises

Mercedes-Benz India replaced a fragmented, manual incentive system with an automated performance platform, achieving 99.9% calculation accuracy and 90% automation across its entire sales force.

CAPABILITIES USED

<p>INCENTIVE PROCESSING</p> <p>Automated commission calculation</p> <p>Quarterly base incentives, performance multipliers, achievement bonuses, and team collaboration rewards calculated automatically, with 99.9% accuracy.</p>	<p>PERFORMANCE MANAGEMENT</p> <p>Gamification & achievement milestones</p> <p>Predictive analytics, gamified engagement, and achievement milestone tracking keep the sales force motivated and focused on targets throughout the quarter.</p>
<p>SPECIAL CAMPAIGNS</p> <p>Product-specific & market penetration incentives</p> <p>Campaign-driven incentives for product launches, market penetration targets, customer satisfaction rewards, and innovation recognition run alongside the core quarterly program.</p>	<p>ADMINISTRATIVE CONTROLS</p> <p>Role-based access & franchise-level governance</p> <p>Structured access controls ensure the right stakeholders at each of the 33 franchise locations see only the data and workflows relevant to their role.</p>

THE CHALLENGE

A legacy system that couldn't keep pace with a premium sales force

Mercedes-Benz India operates across 33 franchise locations, each with its own sales teams, targets, and incentive cycles. For a brand built on precision engineering, the irony was not lost: its internal incentive system was anything but precise. Performance data was fragmented across franchises with no real-time view available to management. Every incentive cycle required labor-intensive manual data entry and multiple validation handoffs before a payout could be released.

The consequences were felt most acutely by the sales force. Complex multi-variable incentive structures, spanning quarterly base incentives, performance multipliers, achievement bonuses, product-specific campaigns, and customer satisfaction rewards, were opaque and slow. When calculations took time and payouts arrived late, frustration followed. For a team whose motivation is directly tied to the transparency and timeliness of what they earn, this was a material business problem, not an administrative inconvenience.

Scalability was the final constraint. As Mercedes-Benz India's program grew in sophistication, adding campaign layers, collaboration rewards, and innovation recognition, the legacy system couldn't keep up. The platform that was meant to drive performance was becoming a source of friction instead.

THE SOLUTION

One platform for the full incentive lifecycle, automated end to end

Mercedes-Benz India implemented Xoxoday Empuls as its unified sales performance and incentive management platform, replacing manual workflows with automated calculation, real-time data visibility, and a gamified engagement layer that keeps the sales force connected to their targets throughout the quarter.

- Automated quarterly incentive calculation**, base incentives, performance multipliers, achievement bonuses, and team collaboration rewards are calculated automatically each quarter. The multi-variable complexity that previously required manual consolidation now runs without intervention, at 99.9% accuracy.
- Special campaign management**, product-specific incentives, market penetration bonuses, customer satisfaction rewards, and innovation recognition run as structured campaign overlays alongside the core program, all managed within the same platform.
- Gamification and predictive analytics**, leaderboards, achievement milestones, and predictive performance data give sales teams a live view of where they stand and what they need to do to hit the next tier. Gamified engagement transforms incentive tracking from a passive activity into an active motivator.
- Role-based access across 33 franchises**, structured administrative controls ensure franchise managers, regional leaders, and national teams each have the right level of visibility and access, without data leakage or governance gaps across the network.

THE RESULTS

Precision at scale, across every franchise, every cycle

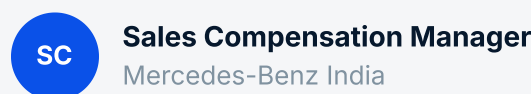
99.9% Incentive calculation accuracy	90% Automation achievement across the incentive process	75% Reduction in incentive processing time	987 Monthly active users across 33 franchise locations
25% Increase in sales productivity	40% Reduction in payment disputes	80% Reduction in manual effort	85% User satisfaction rate

The shift from manual to automated was felt across every dimension of the program. Processing time dropped by 75%, payment disputes fell by 40%, and the sales force, previously navigating opaque calculations and delayed payouts, now operates with complete transparency into how their incentives are earned and when they'll arrive. The 85% user satisfaction rate reflects what that transparency produces: a motivated, high-performing team that trusts the system rewarding them.



Our sales force didn't just need faster payouts, they needed to trust the numbers behind them.

Empuls automated every calculation across 33 franchises, gave stakeholders real visibility, and freed our teams to focus on selling, not chasing commission clarifications.



COMPANY PROFILE

INDUSTRY
Automotive (Luxury)

ACTIVE USERS
987 MAUs

FOUNDED
Est. 1926 globally

LOCATION
India

FRANCHISES
33 locations

USE CASE
Sales incentive automation

CAPABILITIES

- Automated calculations
- Performance multipliers
- Achievement bonuses
- Gamification
- Predictive analytics
- Campaign incentives
- Role-based access
- Real-time dashboards

Sales incentive automation across 33 franchise locations · 987 monthly active users · Quarterly + campaign incentive programs