

**PACIFIC UNION FINANCIAL (NOW MR. COOPER) ENJOYS HIGH VISIBILITY AND LOW SALES REP TURNOVER WITH AN AUTOMATED ICM SYSTEM.**



Businesses retain just  
**71% of salespeople**  
annually, on average

Source: Sales Management Association,  
*Salesperson Retention and Turnover*

“ Now on payday, it's quiet! We don't get as many phone calls and emails about questions – instead, the sales team asks questions before payday and now are confident about how they get paid.

”

– Tamara Cothran,  
Commissions Manager,  
Pacific Union  
(now Mr. Cooper)

# PACIFIC UNION: HIGHER ICM VISIBILITY MEANS LOWER SALES REP TURNOVER

## ICM SYSTEM IMPLEMENTATION SUCCESS

Pacific Union Financial (now Mr. Cooper), a full-service mortgage company, wanted to grow their sales team and improve commissions processes, but knew that this meant a significant change in their sales compensation infrastructure. Their existing sales comp system lacked the automation required to enable transparency of important sales performance information, leading to dissatisfaction among both the sales and sales operations teams.

### CHALLENGE

With no access to their daily sales performance results, **sales reps** weren't confident in the accuracy of the sales compensation calculations. This lack of confidence ultimately led to high turnover in the sales organization.

Additionally, a lack of data availability frustrated the **sales operations** team because they were unable to process commissions in a timely way. Instead, they spent time waiting for finance and accounting to give them the missing data they needed.

### SOLUTION

In partnership with OpenSymmetry, Pacific Union Financial (now Mr. Cooper), chose to implement CallidusCloud (now SAP Sales Cloud) as their new incentive compensation management (ICM) technology platform. The reporting and analytics capabilities would drive positive behavior among the sales team and revive confidence and motivation through increased visibility and transparency for the whole team.

### RESULT

- **HIGHER VISIBILITY & TRANSPARENCY:** Sales performance dashboards allow the sales reps to see their commissions and pay information on a daily basis, rather than receiving a statement through email once a month.
- **CLEANER WORKFLOWS:** With greater validation capabilities, the operations team is able to enter data and respond to requests all in one place, rather than through email.
- **MORE RELIABLE DATA:** The operations team is able to receive, update, and present data more quickly and in a timely manner so that each payout period is less chaotic and more controlled.
- **PROCESS SELF-SUFFICIENCY:** With the CallidusCloud (now SAP Sales Cloud) system, the operations team can now make plan changes easily and without relying on a third party, thereby reducing the operational costs of ICM management.
- **LOWER TURNOVER:** The sales team has confidence in the accuracy of their payments and the calculation logic used to get to the final numbers, producing lower turnover and higher employee satisfaction.

To read the full case study, please go to [bit.ly/2CdCwBA](https://bit.ly/2CdCwBA)

## ABOUT

OpenSymmetry is a global consulting company that specializes in the planning, implementation, and management of sales performance management (SPM) solutions supported by the industry's leading technology suppliers. Since 2004, OpenSymmetry has enabled over 1,100 customers, ranging in size and industry, to achieve greater operational efficiency and get better sales results. To learn more, visit [opensymmetry.com](https://opensymmetry.com)