ICONIXX

Customer Success Story

FIRST BANK

"Quicker to market when changes to existing plans occur or new plans need to be defined. Flexibility for handling early production bonus and draws processing."

Kim Zang, Application Manager

Customer Success Story

Company Profile

First Bank has grown to be one of the largest family-owned banks in the country, the steadfast commitment to serving our clients—and treating them like family—still remains the same..

Company Size: **Medium Enterprise**

Industry: **Financial Services**

About Iconixx

Iconixx offers and enterprise-class sales performance management solution enabling organizations to aligh their corporate strategy and planning with sales execution. Organizations are able to budget and plan more efficiently, increase sales productivity, improve overall profitability by automating, analyzing and optimizing commission and incentive processes with Iconixx.

Before Iconixx

Experienced the following challenges:

- Manual calculations within Excel
- Lack of visibility for sales reps with payout calculations

Purchased a Sales Compensation Management solution for the following:

- Increased agaility in compensation plan design and changes
- Greater flexiblity to respond to market changes and competitive situations

After Iconixx

Chose Iconixx over the competition for the following reasons:

- Ease-of-use
- Flexibility
- Reporting / Analytics

Likes the following about Iconixx:

- Flexibility
- Dashboards

Benefits with the highest positive impact to the organization:

- Better visibility for sales reps

"They have developed a very stable system that we have asked to be built. Their work effort is always focused and responsive."

Kim Zang, Application Manager

This case study of First Bank is based on an August 2017 survey of Iconixx customers by TechValidate, a 3rd-party research service.