

# COX AUTOMOTIVE CREATES AN UNSTOPPABLE SALES FORCE

## CHALLENGE

Cox Automotive's mission is to change the way the world buys, sells and owns vehicles. To support that goal, the company set out to create an unstoppable sales force, fueled by a world-class sales and performance management program. The goal: to inspire their sales team with an approach that was "less factory and more soul."

With multiple division and compensation structures, the team at Cox Automotive was spending the bulk of their time manually integrating data and calculating compensation for their growing sales team.

Not only did this limit visibility, but it also prohibited them from looking at their data more strategically and designing programs that would inspire performance across the sales organization.

## SOLUTION

As such, they began its sales transformation investing in tools, technology and automation to reach their goals. Working closely with Xactly Strategic Services, Cox Automotive was able to automate its entire compensation process, including previously painful data integration between core systems with the use of Xactly Connect™.

## RESULT

Cox Automotive is now able to more strategically manage the expectations of its organization by applying Xactly Analytics™ to examine everything from attainment to payout correlations; to distribution curves and participation scatter charts. All of this insight is critical in empowering Cox Automotive to inspire their team through more effectively setting quotas and providing accountability through performance.

With Xactly, Cox Automotive has completely integrated and simplified its incentive programs. Sales reps now have a clear view into their quota attainment and peace of mind knowing their payments will be accurate and on time. In tandem, sales operations has eliminated manual data entry and extensive adjustments that caused long, hectic days – enabling them to focus their time on being strategic leaders to the business.

## COX AUTOMOTIVE™

Cox Automotive, an Atlanta-based business unit of Cox Enterprises, that manages all of Cox's global automotive businesses.

"It's more than calculating commissions...it's inspiring a sales force to be the best they can be. We use Xactly to inspire performance."

– Justin Ritchie, Sr. Director, Sales Operations, Strategy

## FULL THROTTLE ROI

- Reduced variance from 10% to 0.2%
- 30% time savings
- \$100k revenue saved
- 2 mil transactions completed in 3 hours
- 172 hours of time savings
- Accuracy rates up to 99.9% on 1M transactions monthly
- On-time, accurate payments
- Clean, integrated data across systems

## FUELING COX'S SALES TRANSFORMATION:

[Xactly Incent™](#)

[Xactly Connect™](#)

[Xactly Strategic Services](#)