

WEAVE

CASE STUDY

**How Spiff Decreased
Commissions From Weeks to
Minutes While Driving Rep
Performance**



ABOUT WEAVE

Weave modernizes the way businesses interact with their customers, unifying their data and all channels of communication onto one smart platform. Weave started by selling IP phones primarily to medical and dental practices. As it grew, it expanded its offerings beyond telephony to include all forms of communication, phone, email, texting, etc. It also expanded its software to include scheduling, payments, team chat, analytics, and online review management. Weave has received a number of awards including the Fortune 100 Best Medium Workplaces award.



Numbers of Commissioned
Team Members:

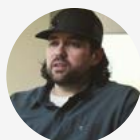
**Approximately
200**

Years on Spiff:

2



My favorite thing about Spiff is the transparency and for the reps and sales leadership to be able to log in and see exactly where they are in real time.



**Josh Lawson,
Corporate Controller**

KEY CHALLENGES IN THE COMMISSION PROCESS

1. **Time**
2. **Lack of Transparency**
3. **Inaccuracies**

We reached out to Weave's finance team and got introduced to Josh Lawson, Corporate Controller, and Jordan Thompson, who is Director of Financial Reporting. They were immediately interested in talking to us because their reps were hungry for transparency and visibility into commissions. Weave cares a lot about building the right kind of sales culture. The company's culture hinges on messages of empowerment and transparency. Weave is well-known for referring to the people who work at Weave as "people not employees." They wanted this same culture in sales. To achieve it, they wanted reps to feel empowered to control their earning through better visibility and understanding of the key drivers of commissions.

They were also growing so quickly that the manual labor of commissions was starting to pile up. One key area of concern that surfaced early on in our conversations was clawbacks. This was a time-intensive and error-prone process and the reps hated it. On the other hand, the finance team felt that clawbacks were an absolutely necessary part of the commission plan because they protected the company against unprofitable deals. They also wanted to enforce good selling behavior in their reps.

The team was also extremely aware of the downside of trying to scale their commissions out in Excel: errors, single point of failure if the person who understood the model left the company or was out sick, updating the Excel, lack of transparency, etc.

THE BENEFITS OF SPIFF

1. **Decreased time spent working on commissions from 2 weeks to 2 days (~80%)**
2. **Transparency across the entire team**
3. **Accurate commissions and decreased disputes**
4. **Improved rep performance from Real-time engagement**

During implementation Weave and Spiff worked together to clean up data structures in Salesforce so that the automation would scale well as the plans continue to evolve.

After implementing Spiff, Weave decreased the amount of time spent working on commissions by 80%. The finance team saw a decrease in disputes. Spiff helped build a much stronger relationship between finance and sales. Reps pushed harder after implementing Spiff because they finally had complete, real-time transparency into their commissions.



**Time Spent Working
On Commissions**

Decreased By

80%



**Average Rep Review
Of Spiff On G2**



SPIFF'S MOST FAMOUS TRAINING SESSION

After Weave had been on the system for about a month, we scheduled a training and Q&A session between Spiff and the sales team. Tanner Lacey from Spiff conducted the training. At the conclusion of the training, we received some amazing feedback. The reps asked for a mobile app which inspired us to build an iOS and Android app that our users now login to an average of 3X / week. They also asked if we could display commissions more frequently than daily, and Spiff now is real time and the fastest commissions platform on the market. Before leaving the reps gave us an unprompted standing ovation and started hitting tables and chanting "Spiff, Spiff, Spiff, Spiff!". That training session has become one of the most important stories at Spiff because it epitomizes why we started the company in the first place.



RELATIONSHIP WITH WEAVE AFTER IMPLEMENTATION

The Spiff team keeps in touch with Josh Lawson and Brittany Bacon who runs Sales Enablement. Brittany continues to work with us on plan tweaks and updates. We usually sync up with them about once per month to help them with best practices, plan for changes, and train them on newly released functionality. Recently we added the ability to bulk upload adjustments which is a big time saver for Weave.

Weave also recently started using Opportunity Splits in Salesforce and we worked with them to enable that in Spiff.

We have a great relationship with Weave's Salesforce admin who we work with to provide best practices on anything that affects commission logic.

CONTACT US

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