

Leverage the Full Potential of Incentive Programs: Empower Insurers for Optimal Results

Effective implementation and management of incentive programs is a critical element to influence producer behavior and engagement.

Leverage Incentive Compensation as a differentiator in the complex world of Insurance

Providing relevant, timely and impactful incentive compensation allows insurers to differentiate themselves and their offerings to their producers. By delivering engaging and transparent compensation programs, tailored to their business needs, insurers can drive more consistent results. Varicent Incentives is the only compensation platform that provides the flexibility to address an insurance organization's unique incentive compensation requirements, including workflow processes, rules and payment logic and a personalized user experience.

Leading Insurance Carriers leverage their incentives programs to provide:

- 1 Enhanced Producer Engagement and Satisfaction**
Create a more engaging and satisfying experience for your producers through well-designed compensation programs and online collaboration. By focusing on optimizing producer engagement and satisfaction, leading insurance organizations have increased their ability to attract and retain top producers.
- 2 Heightened Transparency and Trust**
Build a culture of transparency and trust between your organization and your distribution channels. By fostering clear communication and full traceability, leading insurance organizations have built stronger relationships with their producers by increasing the overall trust and commitment with each stakeholder.
- 3 Strategic Incentives for Sustainable Success**
Varicent Incentives stands out as the only platform capable of handling legacy, current, and future business requirements, including workflow processes, hierarchy management, and calculation logic. The solutions' unique capabilities allow insurance organizations to strategically leverage incentives, to not only manage all current programs, but have a solution that will grow with you as your business and compensation structures evolve.
- 4 Streamlined Compliance and Auditability**
Ensure adherence to industry standards and regulatory requirements with a robust system that streamlines compliance and audit processes. By prioritizing compliance and audit controls, leading insurance organizations have mitigated risks and streamlined their operations, leading to improved efficiencies and reduced costs.

Varicent Incentives: Empowering Insurance Organizations

Key Capability 1: Powering Flexibility and Business User Capabilities

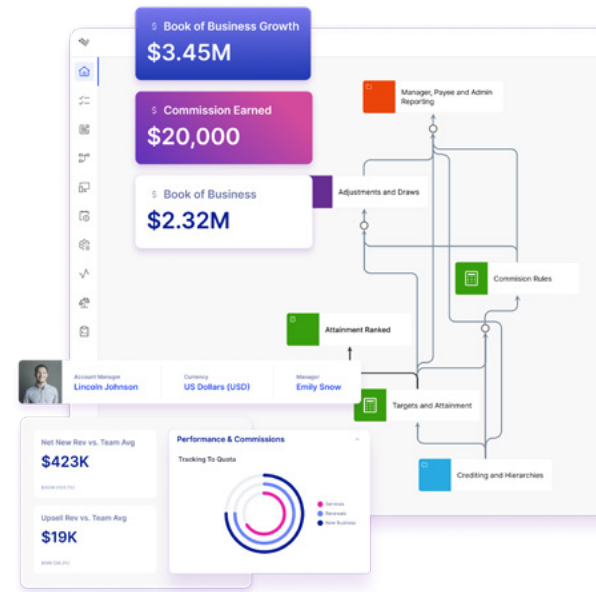
Varicent Incentives goes beyond simple base commission management; it empowers insurance organizations with the flexibility to define any type of variable compensation program, including primary commissions, secondary compensation, total rewards, SPIFs and more. We strive to deliver a comprehensive solution where all your compensation programs are managed and accessed by business users.

Key Capability 2: Enhanced Producer Experience

Give your producers a differentiated user experience beyond emailed PDF statements or online access to static payout reports. Providing producers full transparency and traceability of the details behind their compensation payout results fosters trust and increased engagement throughout your distribution network.

Key Capability 3: Robust Audit Trails and Traceability for Enhanced Compliance Support

Implement a comprehensive audit trail with full traceability to support the unique compliance requirements of the insurance industry. Our solution ensures anyone receiving compensation throughout the entire hierarchy is “clear to pay” by storing producer compliance profiles and automated validation during a compensation calculation cycle.



Don't take our word for it.

Reduced longstanding insurance company's payout time by 45-60 days.

Varicent named a leader in The Forrester Wave: Sales Performance Management™, Q1 2023

Recognized with 2023, 2022, and 2021 G2 badges. Proud leaders in multiple categories including Sales Planning, Sales Compensation, and Sales Performance Management.



“We now have one place where our broker partners, can go for reports—which will always match and always be reliable.”
Lyndsey Hucko, Senior Business Development Systems Specialist

“We have more to do, and want to support our brokers better. Now we have the tools (with Varicent) to do that.”
Paul Fast, Business Development

Unlock the Power of Varicent Incentives

Discover how our advanced Incentives solution can revolutionize your incentive management process, driving efficiency and growth for your insurance business. Contact us today to learn more about how Varicent Incentives can empower your organization for sustained success.

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