

How United Rentals Drives Revenue Growth with Increased Insights into Compensation

United Rentals, Inc. is the largest equipment rental company in the world. The company has an integrated network of 1,172 rental locations in North America, Europe, Australia, and New Zealand.

The Challenge

United Rentals' success depends on their ability to deploy the best people, equipment, and solutions to support major construction, industrial, and government projects. The company's 1,300 salespeople are at the forefront of these efforts—offering customers the right products and services to meet their needs.

The salesforce at United Rentals had doubled in size due to a recent merger, and keeping up with the changes that come with a rapidly growing team made commissions a major challenge. The company used a Point of Sale system to link invoices to a commission calculation engine. However, this process wasn't very sophisticated, utilized outdated technology, and didn't provide enough insights into revenue growth. Tracking everything in Excel or manually also created compensation chaos.

United Rentals needed a new approach and wanted to adopt a scalable solution to streamline and automate their compensation processes while giving sales reps greater visibility.

As our company grew, we needed a better way to encourage positive sales behaviors and manage compensation.

Elizabeth Evans, Senior Manager
of Sales Compensation, United Rentals

United Rentals®

Industry
Commercial
and Industrial

Size
Enterprise

Geography
Global

Product
Incentive
Compensation
Management (ICM)

Results

Motivate sellers

Varicent ICM shows sales reps how their sales behavior directly impacts their pay, which helps them make better decisions about how to sell to customers.

Make smarter decisions

Varicent enables sales leaders with on-demand insights into what's working and not working so they can adapt their strategy and support their sales teams to outdo past performance.

Identify underserved markets

United Rentals can configure their commission programs to support specific products and markets. This flexibility in the configuration helps sellers go after accounts they might not have previously considered.

Save countless hours

Varicent has reduced United Rentals' monthly compensation process from one week to just 2 days—a 60% time savings.



The Transformation

United Rentals brought in Varicent Incentive Compensation Management (ICM) to automate their manual calculations and processes. The streamlined workflows reduce the noise associated with compensation inquiries, minimize manual adjustments, and enable United Rentals to optimize their compensation programs to deliver consistent results.

Here are four more reasons why United Rentals chose Varicent ICM:

Gain real-time visibility into sales performance.

With Varicent ICM, United Rentals can perform compensation calculations in near-real-time. This allows reps to view commission updates daily, gain a holistic view of their performance, and see what they must do to hit their targets. Full transparency of performance virtually eliminates the distraction of shadow accounting and keeps sales reps focused. Varicent ICM also provides insights into its calculations, giving United Rentals greater confidence in their results and lowering the risk of incorrect payouts.

Access compensation reports quickly and easily.

Previously, sales reps needed to ask a manager to generate detailed compensation reports within the point-of-sale system. Now, tight integration between Varicent and Salesforce allows sellers to access that information at any time and with a single click.

Make more accurate predictions.

Varicent ICM allows sales managers and executives to analyze compensation payments versus sales trends. They can use these insights to assess the effectiveness of their compensation programs in real-time. When United Rentals alters a program, they can model the projected impact of the adjustment on overall compensation and decide whether the change will deliver better results.

Receive 24/7/365 support.

“Varicent’s biggest differentiator is their amazing support,” said Elizabeth. “Everyone we’ve worked with—from our developer to the support team—is a true partner who looks out for us like they are one of our own.”

Elizabeth adds, “I had to contact Cloud Support on New Year’s Eve to get a calculation to finish so we could do a critical accrual for the next day. Everyone on the support team acted like they were hoping I would call so they could help me. I cannot say enough positive things about Varicent’s support team.”


The Results

United Rentals, a longstanding Varicent client, launched Varicent ICM in 2013 and saw rapid adoption across all levels of the organization.

Frontline sales reps can access Varicent at any time to track their commissions, analyze their sales performance, and find answers about specific invoices. Meanwhile, senior account managers use Varicent’s insights to guide their national sales approach.

“Our reps love viewing their figures in real-time,” said Elizabeth, “But best of all, we now have a compensation platform that will scale with our salesforce as the business grows.”

[Learn more by contacting one of our trusted advisers.](#)



Varicent ICM gives our sales reps more visibility, presents reports in a cleaner format, and is much easier to use than our previous system. Overall, it has been a marvelous solution.

**Elizabeth Evans, Senior Manager
of Sales Compensation, United Rentals**



Key Takeaways

Identify underserved products and markets

United Rentals can customize their commission programs to support specific products, industries, and geographies. This customization helps the company engage sellers in a more targeted way so they can go after accounts they might not have considered previously.

Reduce the time spent on compensation by 60%

Partnering with Varicent has allowed United Rentals to automate all compensation calculations and manage adjustments and approvals via sophisticated workflows. Automation has cut their monthly compensation process from a week to just 2 days. The time savings on compensation planning is saving United Rentals \$43,680 annually.

Make smarter decisions

Varicent provides greater visibility into the manual adjustments that managers make before the close of every performance period. These insights show what's working and not working in each plan. Managers can then fine-tune their compensation strategy and make their plans more impactful.

Motivate sellers

Varicent ICM supports retrospective reporting so sellers can see how much they could have earned had they quoted higher rates. These reports show reps how their sales behavior directly impacts their pay, which helps them make better decisions about how to sell to customers.

Predict seller churn

Varicent ICM gives managers greater visibility into seller compensation and performance. When managers sit down with reps, they can see if they need to change territories to keep sellers engaged.



Varicent Incentive Compensation Management removes friction from sales compensation, enables you to adapt strategy to stay in step with the market and provides you with actionable insights to outdo past performance.

Learn more about how Varicent can help you and your teams. Talk to one of our experts today.

Book a demo today