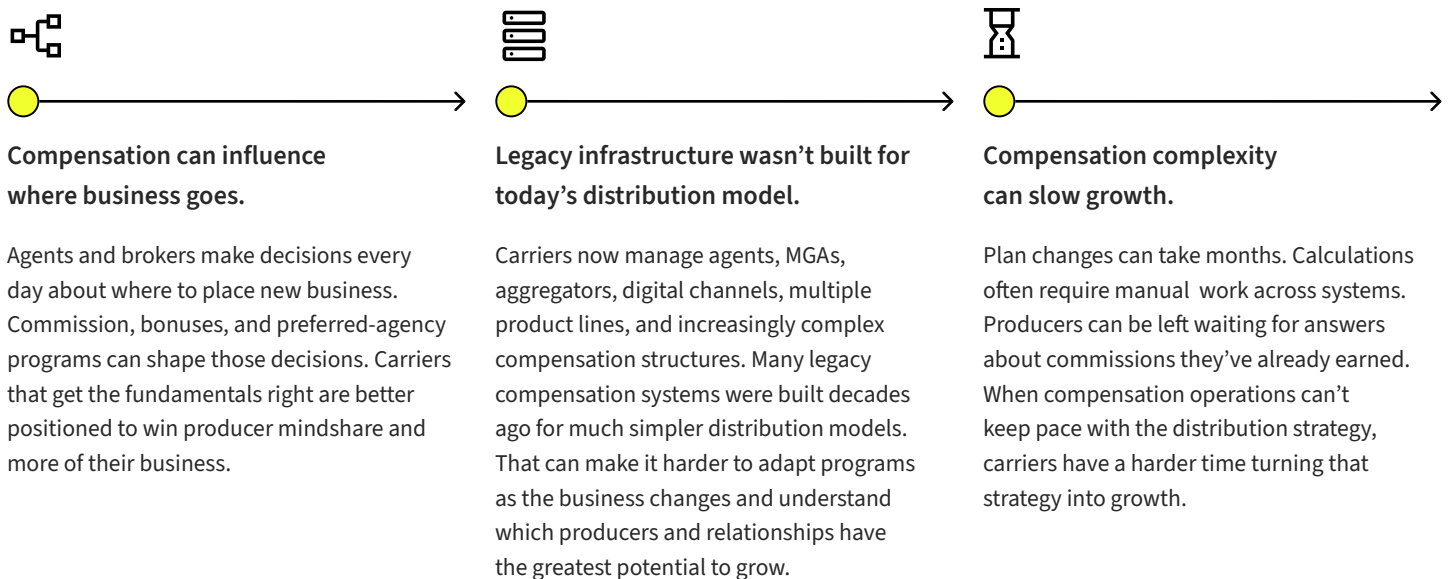


Why Compensation Management Is a *Critical Lever in Your Distribution Strategy.*

Carriers invest heavily in their distribution strategy, but execution matters just as much. **Incentive compensation is a critical, and often overlooked, part of that equation.**

How producers are paid, rewarded, and recognized can shape where they place business. **Carriers that get compensation right have a better shot at winning their trust, their mindshare, and their business.**



BY THE NUMBERS

17 Days

Average time large insurers spend each month processing incentive compensation

60%

of producers say commission affects where they place business

86%

of producers say their most-preferred carrier gets compensation and preferred-agency programs right

35%

of carriers are only maintaining, or not investing in, their incentive systems

Source: Celent Insurance Dimensions Surveys, 2025–2026

Three Pillars of Modern Compensation Management

Modern compensation management gives carriers a way to turn distribution strategy into action. Here's a Varicent framework for building compensation operations that can keep pace with the complexity of today's insurance distribution models, with Blue Horizons Group bringing that approach to life in the field.



AI-Native Data Foundation

Bring producer, policy, and eligibility data together to support accurate compensation and reduce the need to correct issues after the fact.



Streamlined Administration

Use natural-language plan design, automated documentation, and AI-driven testing to make it easier to build, test, and launch new compensation programs without requiring deep technical expertise.



Producer Experience

Give producers real-time visibility into earnings and AI-enabled support for inquiries, helping them understand how they're paid and making it easier to do business with the carrier.

Varicent + Blue Horizons Group in the Field

A large carrier engaged advisory firm Blue Horizons Group (BHG) to modernize incentive compensation management for its largest line of business, spanning 40+ plans and 3,000+ participants. BHG's Discover-Design-Deliver methodology, paired with Varicent's platform, replaced disparate legacy systems with one shared foundation.

\$2M

annual IT & labor savings

80%+

IT operating spend reduction

10x

faster sales credit visibility

3+ mo.

faster plan performance reporting

“Blue Horizons Group is a true partner, which is critical when selecting an organization to assist you in transforming your incentive compensation solutions.”

Associate Vice President, Compensation

See the full playbook in our live webinar

This isn't a bolt-on fix. It's compensation reimaged as an engine of producer loyalty and sustainable growth. The carriers that master it will be better positioned to out-execute, not just out-strategize, competitors fighting for the same producer mindshare.

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