



AI-Driven Sales and Commission Optimization in Financial Services

Project Challenge:

How can we leverage AI to optimize sales behavior and commission planning, to align with strategic goals and maximize profitability?

In the financial services industry, the sales force plays a crucial role in driving long-term, profitable business. Commission plans can be complex, offering both immediate and extended earnings to agents as policies adapt to customers' evolving needs. But are these plans effectively encouraging the desired agent behaviors to secure more profitable, long-term business? Do they impact both short-term actions related to campaigns and offers, as well as long-term behaviors that ensure consistent, valuable business for the company?

We aim to find out by inviting you to join forces with subject matter experts from other financial services organisations to tackle these crucial challenges leveraging the latest SAP AI technologies. Guided by our innovation specialists and AI experts from SAP and msg global, participants will collaborate to create a concrete solution concept, employing a truly customer-centric approach.

Project Details

In this two-day Open Innovation sprint, we will learn from leading AI and industry expert, collaborate and run through a series of innovation exercises to ideate AI-driven solutions for optimizing sales behavior and commission planning. After selecting one solution idea together we will create a complete solution blueprint. This short project will finish with a final virtual presentation to key stakeholders of the participating organizations.

This sprint is provided by SAP in collaboration with msg global recipient of the 2024 SAP Pinnacle Award for AI Partner Innovation.

Some of the key questions we are looking into are:

- ✔ Are commission plans effectively driving the desired agent behaviors to secure more profitable, long-term business?
- ✔ Do these plans influence both short-term actions related to campaigns and offers, as well as long-term behaviors that ensure consistent, valuable business for the company?
- ✔ How can leverage AI to create a solution to optimize sales behavior and commission planning?

How We Will Work

Day 1 (10.00am – 5.30pm):

Start with a welcome and introduction, followed by expert sessions. Work on Personas, Problem Statements, Journey Maps, and Solution Ideas. Wrap up the day and enjoy a team dinner at an inspiring location.

Day 2 (9.00am – 4.30pm):

Focus on creating and testing processes, solution architecture, business case, prototype and pitch your final solution to the team's stakeholders.

Why Attend?

Engage in hands-on sessions to develop an AI-driven solution for a truly financial services challenge. Network with professionals and gain insights into the latest AI and sales optimization trends.

At the end of the sprint, participating organizations have a concrete outcome: an AI solution blueprint that each participating organization can use, along with their newly acquired expertise in AI and innovation!

Organizations may send two participant each. Space is limited to 18 participants so make sure to **RSVP soon to secure your place!**

Want to register or learn more?

Visit our website or send us an email at www.cookhouselabs.com | hello@msg-global.com

PROJECT TYPE

- Open Innovation project for Financial Services organizations
- Project team will consist of participants from different organizations

DURATION

SPRINT: 2 days
 DAY 1: 10.00am - 5.30pm
 DAY 2: 9.00am - 4.30pm
APPLY by: October 7, 2024

LOCATIONS

- Oct 21-22, 2024, **New York City**, SAP Hudson Yards
- Oct 29-30, 2024, **Chicago**, SAP Office

FINANCIAL SERVICES

- Insurance
- Banking
- Investment