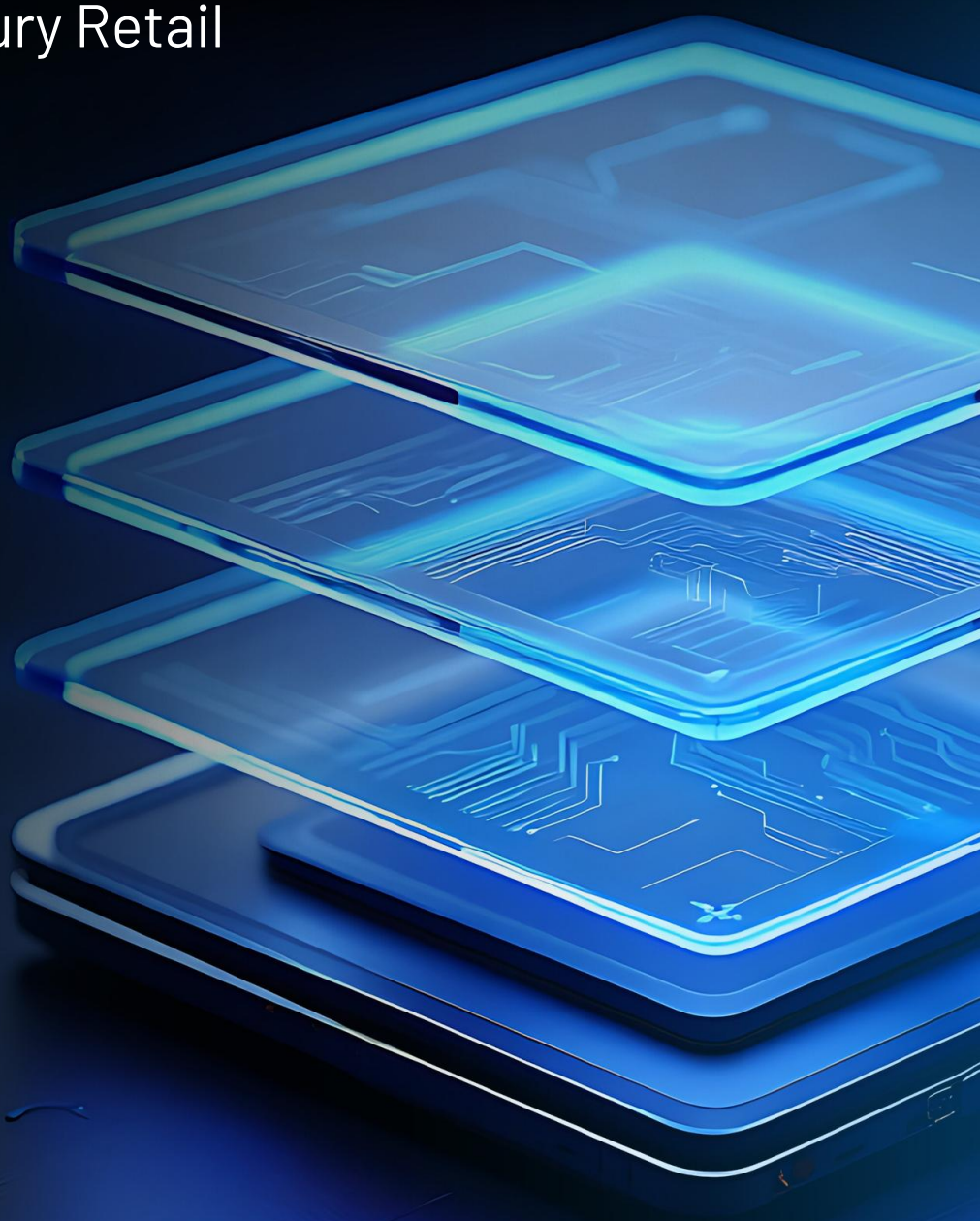


FASHION & LUXURY

People, boutiques,
performance: managing
incentives in luxury Retail



THE MOST POWERFUL MOTIVATION LEVER IN RETAIL

In a global fashion & luxury group, the incentive plan aligns every client advisor, every store manager, and every boutique with brand objectives. Yet most organisations still run it on manual processes and spreadsheets. The first to pay the price, every day, is Retail. In luxury, almost no one uses this lever fully.

01

The problem

Fashion & luxury organisations run boutique networks spread across multiple countries, with strong seasonality and tight collection calendars. In this context, incentives are often the last process to be truly digitalised: plans designed and recalculated by hand, data scattered across CRM, POS and spreadsheets, a comp admin who spends more time reconciling numbers than designing better plans.

Without a single System of Record, in-store behaviours drift away from collection priorities; a plan takes weeks instead of hours; non-sales functions stay outside the system. Among all functions involved, Retail feels the effect first, every day.

WHAT CHANGES WITH AN SPM PLATFORM

- 1 | Operational efficiency:
automated, no-code
calculations, less manual
reconciliation.
- 2 | Performance alignment: in-
store behaviours aligned with
brand and collection.
- 3 | Transparency: every
advisor sees targets and
commissions, on certified
data.
- 4 | Scalability & governance:
one platform across
countries, currencies and
channels.



02

The customer case

One of the leading Italian companies in the global luxury sector, with boutiques in the main fashion capitals and a strong international presence, faced exactly these challenges in the daily management of its sales network.

It took this project from idea to operational roadmap, with clear goals on global governance, local adaptation and integration with existing systems.

THE STARTING CHALLENGE

- 1** | **Manual Communication**
Assignment letters and communication to sales advisors handled by hand, market by market.
- 2** | **Inconsistent targets**
Assignment letters and communication to sales advisors handled by hand, market by market.
- 3** | **Decentralised commissions**
Commission calculation depends on non-centralised processes, hard to verify.
- 4** | **Slow reporting**
Limited performance monitoring and simulation, with reports arriving too late.

03

Objective and scope

Digitalise and optimise the entire commission management process for sales advisors: greater efficiency, transparency and traceability across the incentive plan lifecycle, with customisable simulation dashboards.



Global governance

Centralised process at a global level, with full visibility across all markets.



Local adaptations

Flexibility for complex incentive models, specific to market or channel.



Native integration

Direct connection with existing systems: HR, payroll and data warehouse.

EXPECTED BENEFITS, BY STAKEHOLDER

01

Retail: leve di campagna configurabili in giorni, dashboard in tempo reale per store manager e advisor.

02

Finance: zero overpayments, predictable costs, full traceability of data and decisions.

03

HR: transparent communication, timely payments, less time spent on disputes.

04

IT: rationalised and centralised systems, continuous updates with no additional investment.

HOW THE PROJECT UNFOLDED

- 1** | **Assessment**
Mapping of existing plans, markets involved, and HR/payroll systems to integrate
- 2** | **Target model**
Plans, KPIs and roles defined, with local flexibility on a single governance.
- 3** | **Configuration**
No-code platform setup and integration with existing systems, no custom development.
- 4** | **Adoption**
Change management for store managers and advisors, with a mobile app for the point of sale.

The risk not to take

None of these problems come from a lack of commitment. They come from running a network with real seasonal, geographic and organisational complexity using tools built for something simpler.

The risk isn't that these problems exist — they exist almost everywhere in luxury. The risk is that Retail keeps paying the price every day on the floor, with no structured way to solve them.

«Vulki centralises sales incentive management for global fashion & luxury organisations: no-code configurable plans, native integration with HR, POS, and payroll.»

Vulki by Akeron
Sales Performance Management



See Vulki in action

HOW VULKI WORKS FOR FASHION & LUXURY RETAIL

No-code configurable plans, real-time visibility for every sales advisor, native integration with HR, POS, and payroll.

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