BuddyBI tickd

TICKD gains full visibility on commissions with Buddy BI

TICKD is a UK energy tech company helping brokers and suppliers switch customers faster through a white-label digital platform. With £40M+ in annual switch value, their tools streamline contracts, credit checks, and live reporting.

The Challenge

Manual commission tracking in spreadsheets became error-prone and time-consuming. The team lacked visibility on active revenue, contract status, and performance.

The Solution

Buddy BI pulls daily CRM data into live dashboards showing:

- Sales rep run rate and revenue forecasts
- Meters signed vs live
- Alerts for underperformance
- Custom views built to fit how TICKD works

The Results

- ☑ **Human error eliminated**

- ☑ **24+ hours saved per person each month**

- ☑ **Clear, live data for better decisions**

Working with BuddyCRM has been a game-changer for us at TICKD. We needed a more effective way to track staff commissions and gain real-time visibility into our financials directly from the CRM. BuddyCRM delivered exactly that and more.

The visual dashboards and custom reporting tools have made it significantly easier for our team to understand performance metrics at a glance, leading to faster and better-informed decisions.

Richard Price
TICKD

Buddy BI

CLEAR INFORMATION FROM YOUR BUSINESS

Used by sales teams across the UK and US

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