



## AMWAY: SERENOVA™ HELPS AMWAY INCREASE CONTACT WITH KEY AUDIENCE, AND BETTER MANAGE CONTACT CENTER PEAK LOADS

Manufacturing and marketing company Amway bypasses communications bottlenecks by using Serenova™ – including LiveOps Social and LiveOps Chat & Email – contact management solution to manage its text and email messages. As a result, Amway can deliver timely outbound marketing campaigns to its entire Australasian network of independent business owners (IBOs) during peak email and call volume periods. Campaign results are obvious within hours instead of days.

Life gets busy for Amway and its IBO network towards the end of each month. The company pays its IBOs using a tiered structure – the more they sell, the higher their commission rate – which is calculated monthly. As the month draws to a close, there's a flurry of activity with IBOs stretching to meet sales targets and reach higher reward levels. As a result of the increased activity, 70 percent of the contact center's traffic arrives in the last three days of each month.

During this month-end peak, Amway uses timely outbound SMS text messages to keep IBOs informed of their current status and, if necessary, to encourage them to move up a gear. It also uses SMS messages to communicate special offers and other promotions, as well as send congratulatory messages to the

month's high achievers – something that has proved popular.

Amway New Zealand's regional contact center manager, Gay Reed-Barrance, says SMS text messaging has been a very successful outbound marketing channel for a number of reasons: it's cost effective, fast, efficient, interactive, fun and, most important of all, it grows sales.

The SMS capabilities of LiveOps Social also helps to minimize huge spikes in call volume and enables the contact team to work smarter, with staff handling incoming text messages in between phone calls. Another benefit is that all customer history is captured in a single database.

She says: "Email looks costeffective and it can be at times, but

### BUSINESS BENEFITS

- » *Improved response time from IBOs in the field.*
- » *Automation that allows the call center to 'do less better'*
- » *Integration of non-voice contact into call center processes*
- » *An over 20% reduction in administration staff providing real cost savings*
- » *The opportunity to introduce quality assurance – responses can be reviewed before they're sent to a customer*
- » *Customer history is captured in one place*

“ From my perspective, having Serenova™ to queue, manage and report on email and text communications has been a great time saver.”

— Gay Reed-Barrance, Contact Center Manager

**Amway**

not everybody opens all of their messages straight-away—in fact, some don't open them at all. We know this because we monitor responses. On the other hand, very few people say no to text."

SMS is a particularly appropriate communications channel for Amway because many IBOs tend to be out and about visiting customers rather than sitting at home in front of a PC. It's also a popular communications channel with people in Amway's key demographics – 30 percent of IBOs are Asian and many are younger people who are more comfortable with cell phone messaging.

There's a noticeable impact on internal reporting. Reed-Barrance says, "LiveOps Social tells us how many messages are sent and how many IBOs respond – the rates are very good. We also know very quickly what percentage of people said yes or no to a promotion."

SMS doesn't just deliver a high read and response rate it's also very quick, with up to three quarters of Australian IBOs and half of New Zealand IBOs replying within two hours.

Reed-Barrance says SMS is less expensive compared with the cost of making and handling voice calls – with the added advantage that there's much more potential for automation. She says both LiveOps Social and LiveOps Chat & Email have the ability to highlight and act on key words, so, for example, each year when IBOs are asked to renew their relationship they can get a reminder text and their replies can be processed automatically.

"We also use it for competitions – it can be highly targeted." The company is now using SMS messages to sell products and provide other essential information throughout the network.

Text messaging has also moved to center-stage inside Amway itself. The contact center teams are currently located in different parts of the company's building, so team leaders now use it to report internal performance information every half-hour.

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## CUSTOMER:

Amway

## INDUSTRY:

Retail/Distribution

## SERENOVA™ SOLUTION:

LiveOps Social  
LiveOps Chat & Email

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## ABOUT AMWAY

Amway began in 1959 with two young entrepreneurs in the United States. Richard DeVos and Jay Van Andel developed an innovative business plan that offered anyone the opportunity to build their own business and share in the profits of a range of exceptional products. Today, Amway boasts over 450 quality products and millions of Independent Business Owners worldwide. It is represented in over 80 countries and territories throughout the world. Last year alone, 3.5 million IBO's renewed their businesses. The company has a global staff of over 6,000 scientists, marketing professionals, product experts, farmers, managers and other employees.



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