

# THE FUTURE OF CUSTOMER EXPERIENCE MANAGEMENT IN NETWORK SELLING



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# The Future of Customer Experience Management In Network Selling

For the early adopters of the world, the list of must-have internet enabled technology seems to grow exponentially. For visionary companies that see technology as a competitive advantage and revenue accelerator, the choices are also vast. But at times, the menu of technology choices in our professional and personal lives can feel overwhelming.

It started with tablets and smartphones, but now our cars, watches, smart home devices, security monitors, and even kitchen appliances have joined the enormous web of internet-connected devices that enhance our lives. The growth here is astounding – conservative estimates predict over 19 billion devices will be connected to the internet by the end of this year. In five years, there will be over 30 billion worldwide.

How do you tell if the latest-and-greatest thing is worth it? To become a valuable part of your life, technology needs to make your day-to-day easier and better; it must create a positive, measurable difference.

***We are becoming more “multi-device” and adding more technology into our lives; we have found that more technology really does make our lives easier and better.***

*–PricewaterhouseCoopers*

But when the ceaseless barrage of emails overwhelms your already bulging inbox and your smart-phone spends every waking hour in the palm of your hand, adding another gadget to the gamut may seem counterproductive. However, according to PricewaterhouseCoopers, we are becoming more “multi-device” and adding more technology into our lives; we have found that more technology really does make our lives easier and better. In 2015 we used on average about 4 devices. By the end of 2020, that number will increase to 8.

We accept more technology into our lives because companies like Netflix, Spotify, Google, and

Amazon learn our requirements and deliver a delightful user experience for each individual – one that creates a positive, measurable difference in our day-to-day. In other words, they learn from their customers how exactly technology can make their lives better.

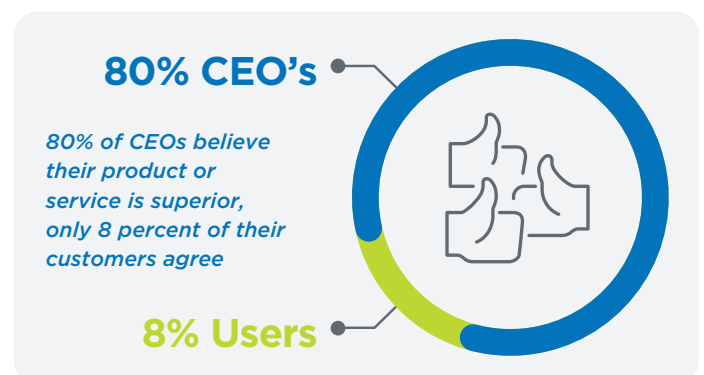
***To become a valuable part of your business, just like your life, technology needs to make your day-to-day easier and better.***

It's no secret that devices and apps save us time and money, but what's impressive about the latest innovations lies in the speed of adoption – there's no 200-page manual to read or 6-month implementation to endure like in days gone by. The good folks at Apple would say “it just works.” Many technologies even create competitive advantages that can add organic revenue to a company's bottom line as soon as they're implemented.

Think about the technology you keep—you've probably tried dozens, if not hundreds, of internet-connected devices and applications. But how many of them actually improve the way your life works? To become a valuable part of your business, just like your life, technology needs to make your day-to-day easier and better. And when you're competing for the time of a gig economy workforce, the technology they use has to be simple, elegant, and impactful—if it doesn't help them make money, they won't use it.

## Brand experience matters

Research from Qualtrics explains what they call the Experience Gap: Where 80 percent of CEOs believe their product or service is superior, only 8 percent of their customers agree. Leveraging a large, distributed salesforce can help direct selling companies close this gap between belief and reality, but only if that salesforce can accurately explain the unique value in their products or services.



For companies, this gap stems from a lack of actionable data on seller success. For sellers, especially new ones, the gap is brought on by a lack of tools and real-world expertise to measure and understand what customers actually want from your brand. So for both parties, closing the experience

gap requires technology that can curate experiences: For the corporate user to understand the seller, for the seller to understand the customer, and for the customer to receive a personalized experience with the brand. These experiences have always driven the success of network selling – interacting with a brand through one-to-one relationships allows representatives to provide their customers with a specific collection of products they truly value.

But we believe that this philosophy of experience personalization can go one step further. By curating not only the customer experience, but the seller experience on an individual level, sellers too can have a brand experience that will meet them where they are, providing the right tools for growth in their journey with a company.

Successful companies in the future of direct selling will be the ones that deliver a curated experience for the individual, one that makes the lives of customers and distributors easier and better. But in the age of eCommerce, it's only possible to do so with the right combination of technology and expertise.

People today curate their own personal technology ecosystem. The outdated model where customers orbit companies as users is being flipped. Now, customer-centric companies develop strategies to gracefully orbit their customers, giving their sellers the right tools to interact with them in genuine, impactful ways. These companies win customers seeking valuable, life-improving products because every seller is not only a product expert, but a champion of the brand.

This deliberate focus on experience management isn't unique to direct selling – it's mirrored in the world's successful companies. The leading-edge approach to information technology focuses on creating a cost-effective, scalable, and agile ecosystem that meets customer needs and adapts to market trends. Software as a Service (SaaS) and cloud technologies have accelerated the adoption of technology to deliver their products and services in a curated manner.

# Becoming Masters of Customer Experience Management

Customer Experience Management (CXM) is [defined by Gartner](#) as “the practice of designing and reacting to customer interactions to meet or exceed their expectations, leading to greater customer satisfaction, loyalty and advocacy.”

Watermark Consulting's [2019 Customer Experience ROI Study](#) indicates that companies who excel at improving CXM outperform “laggards” by over 120% in terms of stock market returns. Their

ongoing, 10-year study also shows that CXM leaders outperform the S&P 500 Index by almost 50%.

***Companies who excel at improving CXM outperform “laggards” by over 120% in terms of stock market returns.***

Masters of CXM grow faster, experience higher profit margins, and report less customer loss than their less CXM-focused competitors. This goal to deliver the best user experience makes logical business sense, but it's far easier said than done.

## Why is CXM Important in Direct Selling?

One of the foundational principles of marketing is that it's less expensive to retain customers than it is to acquire them. In the world of direct selling, retention is an additive approach. It starts with the sellers themselves; they won't stay enrolled if they're not successfully making money. And when it comes to end customers, recurring revenue comes from personalized brand experiences that turn products into essentials, even extensions of the self.

Most people in the direct selling workforce aren't full-time workers. When employing a gig economy workforce, like when working with an online customer, you're competing for time and attention. The direct selling experience has to be easy and frictionless, from enrollment to purchase to training. Prospects will avoid onboarding if it's too confusing or time-consuming, and training must meet them where they are; every seller has a different level of expertise and knowledge about a brand, so there's no one-size-fits-all path forward.

Sustainable corporate growth requires an intimate understanding of the seller journey. A deliberate approach that leverages technology can not only inform companies what sellers need to grow in their different stages with the company, but provide them the mechanism that will push them forward.

For example, a brand new seller needs far different information than a seasoned veteran. It is unwise to give the same experience to those same sellers – you risk either confusing the new seller with irrelevant information about their nonexistent downline or starving veterans of those same mission-critical metrics.

## What determinants of experience segmentation

Segmentation is the “who” of experience management.

## RANK

More senior and successful field representatives often have exclusive promotions and key motivators. Only provide advanced key performance indicators to those with the expertise to understand them and the downline to require them. For newer sellers, more detailed data and reporting can be shown as their success progresses and their downline grows.

## TRAINING

To the same point, many sellers need different training on products, sales methods, or compliance based on their history with the company or the training they have already completed. Available online training should be rank-specific and “gamified,” where advanced courses can only be unlocked by completing prerequisites.

## USER STATUS

For part-time gig economy field representatives, particularly, staying active is key to success and retention. Be sure to validate sellers who actively sell, enroll, or receive regular product shipments. For less or inactive sellers, be sure to restrict irrelevant or advanced content and information. Focus instead on re-engaging to encourage new sales, regular product shipments, and more training. Retaining previous customers is cheaper than acquiring new ones, and the same is true for your field representatives. Personalized retargeting validates those who have fallen out of regular activity by meeting them where they are and reminding them why they enrolled in the first place.

## MARKET

Your international direct selling company likely has a different menu of products for each country or region in which you operate. Segmentation by market type accommodates localized preferences and regulations.

## LANGUAGE

Even within markets, there are likely a variety of different languages spoken. Be sure all your resources are available in multiple languages, and present language-specific content according to seller preferences.

# What is Multifaceted Configuration?

Multifaceted configuration is the “how” of experience management. To be efficient and agile, reuse content and leverage technology to:

- Build deeply personalized, custom experiences
- Track and report on key performance indicators
- Trigger actions to “gamify” your brand experience
- Automate the lion’s share of your brand experience across mobile and desktop devices

# The Future of CXM - Predictive Technology

The future of superior customer experience will require AI and machine learning. At DirectScale, we've prepared our core platform to jumpstart new technology advances for our clients. Our development team constantly innovates to deliver new extensibility features, like the **If-Then Engine**, which allows you to model and build out your brand experience based on if-then-else logic and using our APIs and Webhooks. Reach out to [partners@directscale.com](mailto:partners@directscale.com) to discuss our existing partnerships with AI providers like Reveal Why, BigSquid, and DirectTechLabs.

## The Ultimate CXM Platform for Direct Selling

DirectScale believes that direct selling can make significant positive impacts on people by empowering those with the desire to improve their lives. Our mission is to accelerate the potential of direct selling by creating a technology platform that makes growing these small businesses not only easier, but more impactful.

One foundational aspect of this mission will be to advance our market leadership position in customer user experience (CXM) by offering the most personalized and configurable technology platform. Together with our strategic partners and our industry-leading clients, we're positioned to change the very fabric of the direct selling industry with more personalized experiences for independent sellers and their customers.

DirectScale wants to ensure we are the direct selling technology you keep. Our technology roadmap will build on our one-of-a-kind, multi-faceted configurator that:

- Personalizes the selling process according to previous experience
- Connects teams seamlessly with market-specific content
- Reports relevant, mission-critical data
- Adapts as a seller grows
- Trains for long-term seller success

Making DirectScale the easiest direct selling platform to implement, maintain, and scale requires a meticulous understanding of our industry. Our ongoing commitment to customer experience management allows us to build it into our platform, and make the lives of our customers, partners, and distributors easier and better.



**About DirectScale, Inc.**

Based in Lindon, Utah, DirectScale has been setting the standard for social and direct sales industry software platforms since 2013. DirectScale's powerful SaaS platform boasts fully configurable management tools that are vital to not only running, but to efficiently tracking and growing a business.

With its focus on providing an intuitive and impactful customer experience to both corporate clients and independent sellers, DirectScale has revolutionized the way direct selling businesses can be launched and managed.

The platform is fully extensible using open APIs and therefore able to meet the needs of corporate users and independent sellers. DirectScale is committed to helping both organizations and their distributors plan for and drive growth. Its vast experience in the direct sales and software industries have proven time and again that the company truly understands how to help clients succeed. To learn more or request a demo, visit [directscale.com](https://directscale.com).

