



Louis Ross | Senior Director, Coach Relations  
 400 Continental, Suite 400, El Segundo, CA 90245  
 Direct: 310.295.5371 | Email: louisross@beachbody.com  
 www.beachbody.com

Technology Innovation: Customer / Sales Support

*Four Pillars of Coach Support*

Growth at Team Beachbody can accurately be described as explosive. After receiving the *Rising Star* award in June of 2011, Coaches continue to sign up in droves for the Santa Monica, CA company that strives to *help people achieve their goals and enjoy a healthy, fulfilling life*. Sales and coach signups are up over 70% in 2012 as attractive marketing campaigns like the Beachbody Challenge gain tremendous momentum. What this means, of course, is great challenge for the Coach Relations team – the team responsible for assuring fabulous interaction between headquarters and the growing field of 75,000 Coaches. It means a great opportunity to ensure the sales field has the information and tools needed to succeed in their endeavor to achieve their goals.

So, how to position the team to do its best work? How to make sure the sales field has what it needs to continue the growth? One method is to leverage the sizable investment that’s been made in technology. In the past 6 months, Team Beachbody launched four technology initiatives to enable the sales force and equip Coach Relations agents to provide outstanding service.

The first method to enable the sales force was to provide accurate and consistent information. Coach Relations launched a dynamic, searchable, knowledge base (KB) that all agents use on every contact. The goal was to increase accuracy and consistency by using answers written by the subject matter experts (SME) from across the different business units at Beachbody; then have these articles accessed electronically by agents in every Coach interaction.

**?** **Shakeology Lab Quality Standards**

Q. What are the lab quality standards in the plant where Shakeology is produced?

---

**!** A. All ingestible Beachbody products including Shakeology are made in facilities that follow the now prescribed FDA Good Manufacturing Practices (GMPs). These practices mandate that all the incoming raw materials and finished products that are dietary supplements are to be tested in house at the manufacturing facility's lab for quality parameters and microbiology. We also use third party accredited labs to test our products for nutrition label verification and heavy metals.

**Details**

Answer ID	2365
Products	
Categories	
Date Created	03/20/2012 11:58 AM
Last Updated	03/20/2012 12:05 PM
Interface	teambeachbody

*One of the 1,200+ KB articles agents use to enable the sales field with accurate and consistent information. All written by SMEs from across the org, all updated dynamically as the business changes.*

Development of this tool included cross organizational communication (*Hello, you’ve been identified as a SME, to provide an accurate answer to our beloved Coaches, please answer the following question...*), partnering with IT for modifications to the KB platform, hiring of key staff, process planning with stakeholders, and training of the Coach Relations agents. The new process collects all questions asked of the team, funnels them through the KB Publisher (a member of the Coach Relations staff), and gets the correct answer from the SME to the Coach. The entire

organization works smarter by answering questions once and then using the same accurate answer on subsequent calls. A major industry vendor provided the software that enables the collection and search ability of the KB, which has grown to over 1,200 articles, just three weeks after launch. Coaches have provided feedback via email and Facebook that they have more consistent and accurate information and they are very happy their answers are coming from SMEs from the various (diverse) business units.

A second method used to enable the sales force to succeed was by improving the way in which tech issues were handled. Team Beachbody has the normal tech challenges of any company that has grown very quickly. The Coaches have been very vocal about sharing their frustration about the challenges, including making disparaging remarks on Facebook about Team Beachbody's technology. This kept them from being productive, was a distraction, and created frustration. So Coach Relations launched a tech support group to answer Coaches' tech questions and collect information on the tech challenges.

**From:**  
**Sent:** Tuesday, March 27, 2012 5:11 PM  
**To:** Systemanalyst  
**Cc:** CRteam  
**Subject:** BeachbodyCoach.com website issue

Affected Parties	Mic... Email: <a href="mailto:ch...1@yahoo.com">ch...1@yahoo.com</a>
Description of Issue	Coach's website is saying it's unavailable.
Steps to recreate the issue	Go to Coach's website> <a href="http://beachbodycoach.com/">http://beachbodycoach.com/</a> ... Also COO>My Websites>Edit Beachbody Coach English creates same error
Any error messages:	<b>System currently unavailable, please try again later!</b>
Screenshot:	Please see attached document.
Request:	Please investigate and/or correct this issue.

Coach Relations Team Leader  
  
 p.(800) 240 - 0913  
 f.(213) 201 - 7225  
[coachrelations@teambeachbody.com](mailto:coachrelations@teambeachbody.com)


*Sample of a tech ticket created to trouble shoot a coach's website issue.*

The goal was to create a system to collect the relevant information from a small group of affected coaches and funnel that information to the IT team to work on fixes. Development included cross organizational planning to assure the right information was being collected, selection and training of staff, and communication to the field about the new team and process. Results were immediate. As coaches post on Facebook and call with their complaints about tech issues, there is now a simple process to collect relevant information in a standardized process, move it to the team that needs the information, and begin working on

resolution. What used to create chaos and multiple teams/HQ team members working on the same issue has become a straightforward, streamlined process. Coaches get the help they need and are able to more quickly return to their businesses. All of the tech issues are not solved, but the IT team has the information they need to work on the issues. And the sales force knows that there are processes in place to hear their issues, collect information, and return them to productivity.


The third method used to leverage technology was to step up the participation in social media sites. The goal was to have a Coach Relations presence online – a way to quickly step in and help the Coaches. While the company already had robust social media and online marketing initiatives, the sales force needed the Coach Relations team to be online when they had questions. So, development included cross organizational meetings to learn about existing procedures, to learn methods of the tools, select and train team members, and launch. The social media monitoring group was created with dedicated agents that watch all Facebook, twitter, and YouTube sites for Team Beachbody posts. The metric is to post, within an hour, a reply to any question that needs clarification from Coach Relations. The hours at launch are 6a-6p M-F (PT), with expansion of hours planned. If a post does not have a question, no post is made; Coach Relations only appears when needed.

CoachRelations Mgr [commented on Louis Ross's post in VIP Coach Relations.](#)

 **CoachRelations Mgr** 3:30pm Mar 28  
 How long does it take for a personal or customer order to appear in the online office?

**Answer**  
 It should take no longer than 90 minutes for a personal or customer order to appear in the Coach Online Office for viewing. It may take as little as 10 minutes (best case) or as long as 90 minutes (worst case). If a coach does not see an order, and it was placed more than 90 minutes ago, the order and its details should be reported to the Coach Relations Tech Team for investigation.

Original Post

 **Louis Ross** 2:58pm Mar 28  
 Louis Ross, how long does it typically take for the refresh of orders and volume to update the new back office from the old B/O? I have coaches who place orders and worry and check, and re-check, and worry some more...because they can't see their order in the new back office. Is there some refresh procedure in place so coaches don't have to waste time checking things over and over again? One gal has told me that it's been over two hours and she can see her order in the old B/O but not in the downline sponsor report.

[View Post on Facebook](#) · [Edit Email Settings](#) · [Reply to this email to add a comment.](#)

*This example shows 3 tools working together.  
 Coach posts on fb...  
 social media team searches the KB...  
 doesn't find an answer...  
 forwards the question to the KB publisher...  
 gets an answer from the SME in the org  
 (an IT BA for the back office app)...  
 KB Pub forwards answer to the social media team...  
 answer post is online 32 minutes later...  
 citing the next step, support from the tech group...  
 Q&A is added to the KB for the next time.  
 Success.*

Again, results have been impressive. Immediately, Coaches were appreciative of the support Coach Relations was providing. The answers were now appearing where the questions were: online. The creation of social media sites has put many parts of customer service in a fish bowl for the whole world to see. Team Beachbody now has agents where the action is: online.

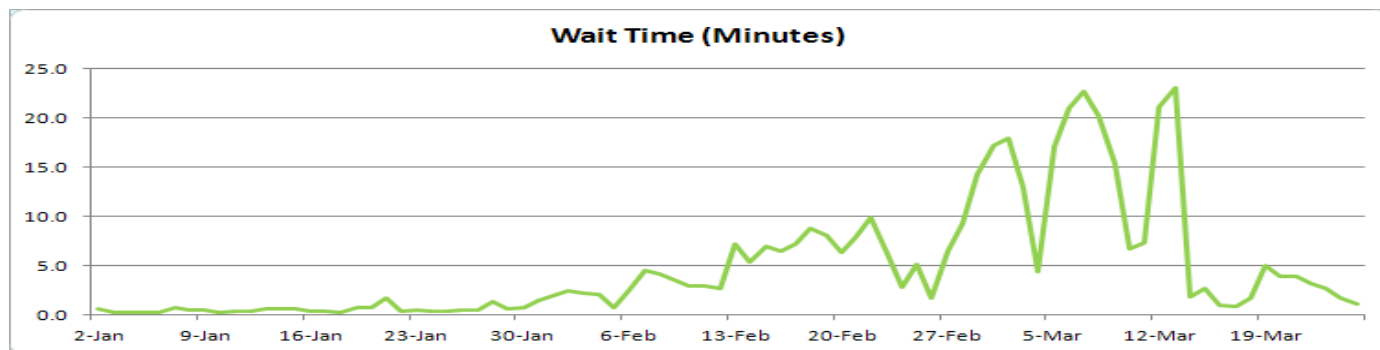
Finally, Coach Relations rolled out online chat for its coaches. Team Beachbody Coaches appreciate multiple channels in contacting headquarters and the goal is to make it easy for them. Development of this tool included partnering with the vendor to enable online chat, beta testing of the tool, selection and training of team members, and rollout.

*Online chat example*

Time	Chat Event	Message
03:02:59 PM	Chat Created	
03:05:22 PM	Agent Accepted (Michael: )	Hi, my name is Michael. How may I help you?
03:06:50 PM	End-user Post	Hi how are you? I received an email that my p90x order is on its way and I'm not sure what it is?? Order # 35223308
03:09:28 PM	Agent Post (Michael: )	<in-html>This was a part of the Beachbody Challenge. Did you commit to the Challenge a while ago?</in-html>
03:10:53 PM	End-user Post	I may have??
03:12:10 PM	Agent Post (Michael: )	<in-html>I think that you did commit to the Beachbody Challenge and you may have named the P90X as your program. After the 90 days was complete, the system checks on this. So, we sent you the P90X t-shirt which was the award for completing the Challenge. This was a free gift because of that.</in-html>
03:15:36 PM	End-user Post	Oh; I submitted my before and afters for p90x; cool, I was looking for the order in my back office and didn't see anything. Makes since now. Thank you! I'm doing x2 now that's why I was confused. I appreciate your help. Have a good night!
03:16:20 PM	Agent Post (Michael: )	<in-html>Thank you for contacting Coach Relations. For further questions, comments, or concerns, please feel free to return to chat, shoot us an email, or give us a call at 1.800.240.0913. We are available Monday through Friday, 6 am to 6 pm, PST.Have a wonderfully healthy day!!</in-html>
03:17:18 PM	End-user Post	Thank you..first time I used the chat; much easier then the phone. Thank you again...
03:17:38 PM	Agent Post (Michael: )	<in-html>No problem! Have a great evening. Bye bye.</in-html>

With a fully functional knowledge base, the answers are available for online chat; in fact they are consistent across all channels: phone, email, and chat.

The results of these four technology initiatives? Development started in November of 2011 with tools delivering over the first two and a half months of the year. Looks like they arrived just in time.



Coach signup volumes continue to increase at Team Beachbody, as do sales. Contact volumes across all channels (phone, chat, and email) continue to increase. Coach Relations agents continue to learn the new tools and efficiencies will be gained over time, which will lead to improved abilities, shorter hold times, and ability to support the growing catalog of product.

In conclusion, revolutionary products and keen marketing created incredible growth the last 5 years for Team Beachbody; an amazing 75,000 coaches and over \$100 million in sales. The Coach Relations team had 5 team members when first created; now there are 82. Coach Relations did all it could, using traditional methods, to keep up with the growing numbers of orders and coaches. In the last 6 months, they've caught up by leveraging technology with four outstanding tools to enable Coaches to continue to grow the opportunity. With these coach enabling tools, Team Beachbody is now positioned to achieve CEO Carl's vision of 1 million coaches, passionately spreading the word, to end the trend of obesity in this country.