

SITUATION:

When Scentsy launched as a direct selling company in 2004, owners Heidi and Orville Thompson had very few resources, but their heads were full of exciting ideas. As they shared their passion and spirit with others and began recruiting new Consultants to join Scentsy, the company grew and new ideas increased tenfold. The creativity and drive of our earliest Consultants inspired some of the most beautiful products, marketing resources, comprehensive training and functional business tools we still use today.

Back then, it was easy to call Heidi on the phone or swing by the office to talk to Orville. It was a cinch to gather all of Scentsy's Consultants together, whether in person or by email, because the group was small. But as the company grew, it became more and more difficult to give every Consultant an equal voice — simply because there were so many talking at once.

Our passionate Consultants, and their unique minds, are our most valuable resource. Consultants provide irreplaceable feedback and consistently inspire us with ideas for new products, programs and tools to help them run successful businesses. Scentsy itself started with a simple idea, a “light bulb” moment, to fill a need back in 2004. Our Consultants are the ones out on the front lines selling Scentsy products, speaking daily with new and returning customers and sharing the Scentsy opportunity with others. We needed to tap into that insight, see through their eyes and capture those “light bulb” moments before they slipped away.

In May 2013, we launched Idea Share, a comprehensive site dedicated to harnessing the power of our brilliant Consultants, giving them each a voice in the company and bolstering them with a new source of connection to the home office and each other.



STRATEGY AND TACTICS:

SUBMIT NEW IDEAS

The link to Idea Share lives in the Scentsy Workstation, the online office where each Consultant runs their daily business. Once on the page, a new idea can be submitted in the category that fits it best:

- **Scentsy:** Product, website, business tool and experience suggestions for the Scentsy brand.
- **Velata:** Product, website, business tool and experience suggestions for the Velata brand.
- **Scentsy Family Store:** Branded apparel, business tool and experience suggestions for the Scentsy Family Store.
- **Marketing & Sales:** Product promotion and sales tools to use in marketing to customers.
- **Consultant Experience:** Suggestions for training, overall Consultant satisfaction and understanding and what Consultants need to improve their business.
- **Operations & Shipping:** Feedback and suggestions for delivery costs, timelines and operations that impact Consultants and customers.
- **Workstation & PWS:** Back office and website functionality, user interface, analytics and reporting.

Ideas, requests and suggestions vary greatly each day. Consultants keep us on our toes with their own ideas, and we also get a clear picture of what their customers want and need. It's been an invaluable tool in providing the best possible customer service.

Our home office team reviews all submissions, considers when and how to implement the new ideas and answers questions that come in. Many things are taken into account as we decide which ideas to implement, including the idea's potential to improve Consultants' business success, its overall feasibility and the cost of designing and distributing the new product or resource. But we pay especially close attention to the ideas that gain popularity through Consultant votes.

VOTE!

If hundreds or thousands of Consultants vote for an idea, we do what we can to make it happen. When Consultants rally together to vote for a new product or program, or combine their voices to make a suggestion or submit a question, we get a clear picture of just how important it is to them.

In September 2011, we formed committees made up of our Consultant leaders so they could inform how we develop new training, recognition, events and communication for their teams. It was a wonderful step forward in making sure each Consultant has a voice in the company, but the daily challenges faced by a new Consultant are very different than those faced by a SuperStar Director, the highest rank a Scentsy Consultant can achieve, who has been running a business for 10 years.

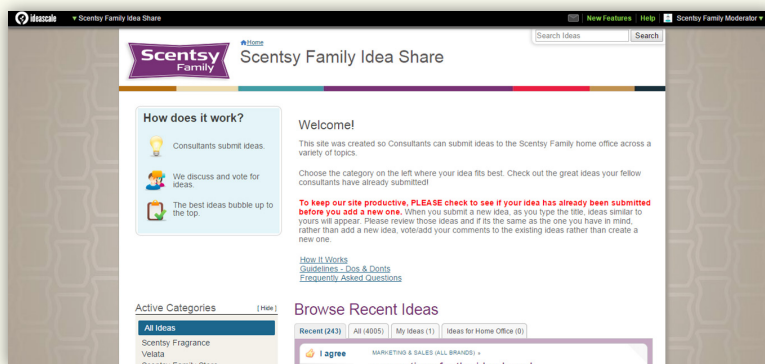
Idea Share gives every Consultant an equal chance to be heard. It gives them a point of connection with the home office, empowers them to think critically and succeed and it gives us the best opportunity to make company-wide improvements that affect how our Consultants run their businesses.

"I would like to see a 'Congratulations' board where we could see the accomplishments of other Consultants so that we might congratulate them on a job well done."

— Scentsy Consultant

"Kids from 1 to 100 love gumball machines — they have brightly colored gumballs and we associate them with feelings of love and fun. How about making a three-piece gumball warmer?"

— Scentsy Consultant



BEST OF THE BEST

To encourage maximum participation from Consultants and get plenty of return visits to the site, we implemented monthly "Best of the Best" contests with prizes for ideas that received the most votes. At the end of each month, our home office team reviews the most popular ideas, shares them with Consultants and begins working through which ones can or should be implemented.

CONSULTANT TO CONSULTANT: SHARE YOUR TIPS!

Idea Share also acts as a forum for Consultants to share successful business ideas with each other — across teams, across states and across the globe. When a Consultant has an especially good idea in one of three areas — recruiting, holding parties or customer service — they can come to Idea Share to let other Consultants know how they can emulate it.

SHARE

To engage Consultants to participate in Idea Share, we promoted the new program through Consultant communications via email and within the News tab on their online Workstation, integrating easy-access links into the back office, through social media campaigns to celebrate Best of the Best ideas and at our annual Scentsy Family Reunion, where we congratulated some of our top idea contributors and revealed new products inspired by their submissions.

"I would love to have a Cilantro Lime Artisan Rub! It would be perfect for Mexican food and making guacamole and salsa!"

— Velata Consultant

RESULTS:

A total of **173,202** Scentsy Consultants have used Idea Share since it launched in May 2013 and more than **10,000** unique ideas have been submitted — that's about 15 new ideas each day! — with **734,000** votes cast.

When an idea gets traction with a lot of votes by Scentsy Consultants, we take notice! Here's a look at some of the new products and programs inspired by Idea Share submissions:

Scentsy Idea Share won Best Innovation at the 2014 Ideascale Innovation Awards.

CHASING FIREFLIES WARMER

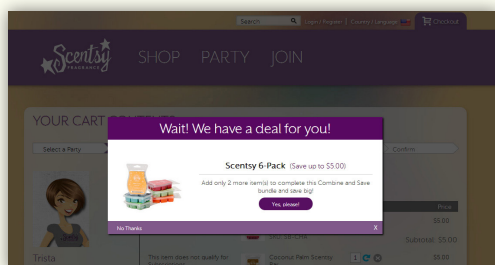
Initially released as our September 2014 Warmer of the Month and available for a limited time only, this warmer garnered so much enthusiasm we added it to our Spring/Summer 2015 Catalog. It is our most popular warmer to date. The warmer was designed by Heidi Thompson, incorporating feedback submitted through Idea Share by Scentsy Consultant Taylor Galvan of Montgomery, Alabama.



We have implemented 79 ideas submitted through Idea Share, with an additional 27 ideas in progress for Fall/Winter 2015.

AUTOMATIC UPSOLLS

When a certain number of products are purchased on a Consultant's Personal Website (PWS), an automatic prompt is triggered asking the customer if they want to add additional products to save money with Combine & Save bundles, which also saves them time and shipping costs. This idea was submitted by Scentsy Consultant Kristina Dornbach of New Braunfels, Texas.



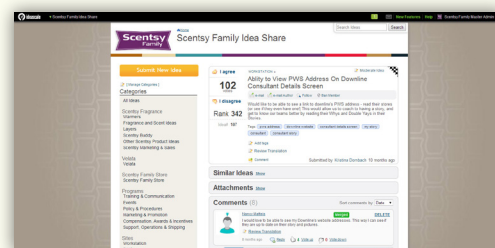
NOTIFICATIONS

When a new order is placed or a new Consultant joins Scentsy, the Consultant impacted receives an automatic notification and can respond with a message of thanks or welcome without delay. This idea was submitted by Scentsy Consultant Trista De Leon of Santa Clarita, California.



CONSULTANT PROFILES

Team performance is now quickly and easily found in a Consultant's Workstation with at-a-glance Consultant profiles. This allows leaders to see how their downlines are performing, who needs an extra phone call or a few words of encouragement or who needs to be recognized for a successful party. This idea was submitted by several Consultants, like Kristina Dornbach of New Braunfels, Texas, and Melanie Markley of Rogers, Arkansas.



FIND A FRAGRANCE

CONSULTANT PROFILE: This allows customers to search for Scentsy fragrances by ingredient so they can easily discover a new scent to love based on their current favorites. It also provides Consultants with an easy tool for making new fragrance recommendations to customers based on their purchase history. Based on our most recent data, nearly 9 out of 10 Find a Fragrance visits have resulted in a purchase on a Consultant's PWS. This program was inspired by an idea submitted by Scentsy Consultant Melissa Rosehart of Fredericksburg, Virginia.

