

Scentsy Club

Situation

Building Consultant and customer loyalty

Scentsy Consultants are naturally masterful at building relationships that result in customer loyalty — it's not something that requires much training or motivation from our home office team. When they join Scentsy, it's often because they love our products and want to share them with others. From there, establishing a Scentsy business means building upon our mission to bring value to the world through Simplicity, Authenticity and Generosity.

Strategy & Tactics

Join Scentsy Club!

Running out of your favorite Scentsy products can be a nightmare! Scentsy Club lets you schedule regular shipments of Scentsy consumables (aka the stuff that runs out) right to your door, so you get it before disaster strikes.

How Scentsy Club Works:

- **Choose your products**
 Order as many consumables as you like. No minimum or maximum requirements.
- **Choose your frequency**
 Select shipping options that suit your schedule: every month, two months or three months.
- **Enjoy all the perks!**
 Take advantage of benefits exclusively for Scentsy Club members, like free or flat-rate shipping.

When Consultants commit to running their businesses on such strong values, it helps ensure great service, ongoing support, a deeper sense of community — and loyal customers.

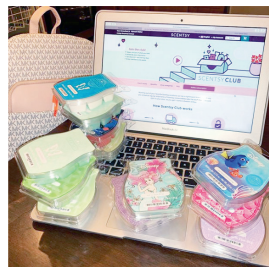
The balancing act

It's our job to balance Consultants' commitment with systems that work hard to increase their income per hour. The more efficiently they're able to run their Scentsy businesses, the more they can contribute to their families — including more time for soccer games, school plays and making memories around the dinner table.

In 2015, we launched the Scentsy VIP program to reward their most loyal customers with exclusive benefits for placing recurring orders of their favorite consumable products. But system limitations meant we could only handle a select few products, resulting in lackluster adoption by our Consultants and their customers: only about 1,100 subscribers in all.

We knew we had to do better by our Consultants. So, we set out to develop a subscription program that would increase sales, create recurring revenue for Consultants and achieve maximum buy-in from customers — with simplicity.

In September 2018, we launched Scentsy Club to make it easier than ever for Consultants to serve their most loyal customers, anticipating their needs and always keeping their Scentsy drawer stocked.



Keep it simple

We made it easy to join Scentsy Club by integrating the whole process into scentsy.com — allowing customers to subscribe directly through their Scentsy Consultant — to put them just a few short clicks away from receiving their Scentsy must-haves on their schedule.

Every consumable product we offer, from our flagship Scentsy Bars to light bulbs, can be added to a Scentsy Club order. Consultants don't have to memorize a list of exclusions to best serve their customers — it's simply all there.

What type of Scentsy Club member are you?

We even created a fun activity on the site to recommend the right products in the right quantities to the right customers, from "The Bargain Shopper" — nine Scentsy Bars shipped every two months — to "The Scentsy Fanatic" — a Whiff Box that includes a selection of consumable products and new fragrances every month.

Keep it customizable

Customers can choose any consumable Scentsy product in any current fragrance, plus schedule their order to ship every one, two or three months. There are no fees to join, no minimum or maximum order requirements and it's easy to edit orders to add or remove products — subscribers can even opt to skip a shipment when they don't need it.




Scentsy Club

"I love Cozy Cashmere wax because it instantly lifts my spirits and makes me happy. It relaxes me and I'm never happier than when my Scentsy Club order comes every month with six bars of it in the box!"
— Gina W.,
Scentsy Club member
(Cozy Cashmere is a discontinued fragrance we keep making for club members only.)

Keep them coming back for more

We wanted to show our best customers just how much we love and appreciate them with exclusive perks available only to Scentsy Club members:

-  **Always Get My Bar**
Scentsy fans become pretty tied to their favorite fragrances, so when a scent they love is discontinued to make room for something new, it can be hard to take! We developed Always Get My Bar so no Scentsy Club subscriber ever has to say goodbye to a beloved fragrance again. When they add a current Scentsy Bar — including limited-time offers like Scent of the Month, Bring Back My Bar and specialty collections — we'll keep making it just for them even if we discontinue it, for however long it stays in their subscription. In a subscription-loving world, this perk is 100% unique to Scentsy Club!
- **Exclusive products**
We also offer exclusive products, like Scentsy Wax Bricks in limited fragrances, that can only be purchased through Scentsy Club.
- **Bundle & Save**
We invite customers to stack discounts by promoting our Bundle & Save offers within Scentsy Club to help them get the most bang for their buck.

Keep it going

To avoid letting loyal customers fall through the cracks if their Consultant decides to leave Scentsy, we constructed the system to allow for ongoing subscription roll-ups to the next Consultant. No matter what, Scentsy Club orders are shipped without missing a beat.

Scentsy Club also enables us to gather extensive customer data tied to our most loyal customers that helps us prioritize and develop new features and products specific to them, then use targeted marketing to reach them.

Results

It's a hit!

The average monthly revenue from Scentsy Club orders in 2019 was **1,545% higher** than the average monthly revenue from Scentsy VIP orders in 2018 — a phenomenal year-over-year increase.

- On average in 2019, Scentsy Club revenue **increased each month by 11.37%**.
- Scentsy Club enhances customer delight and loyalty — about **74% of our 33,179 subscribers in 2019 were customers**.
- In 2019, nearly **2 million items** were shipped to loyal customers through Scentsy Club, resulting in new, recurring revenue for Consultants.
- We received **753,554 visitors** to the Scentsy Club web page in 2019, with **an average of 72,966 monthly visitors**.

Always Get My Bar

It's a major incentive to join the club: About **65% of the Scentsy Wax Bars ordered through Scentsy Club** are otherwise discontinued, which keeps customers coming back for more and enables recurring sales that would have otherwise been lost.