



Shared Rewards

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What's the Difference?



Host Rewards

- Free & discounted products for you!
- The bigger the party, the bigger your savings.
- Special offer every month.

Or



Shared Rewards

- Discounts for everyone!
- The bigger the party, the bigger the rewards.
- Up to 25% off every order.

Let's Plan Your Party!

“Our purpose is to enrich lives at every touchpoint. Shared Rewards is a new way consultants can provide an engaging party experience that meets the needs and preferences of their customers.”

—Andrew Treanor,
CEO, Pampered Chef®

THE NEED

As part of a strategic focus on innovating best-in-class experiences for consultants and customers, Pampered Chef® conducted independent research across North America to understand buying behavior, and found that customers who purchase from direct selling companies often attribute their primary motivation to supporting the party host. Based on these findings, Pampered Chef® identified a need to create a new party experience that would attract customers who might not otherwise attend a direct sales party with a host benefit model.

MEASUREABLE OBJECTIVES

A new party experience was created to help consultants reach new customers who are attracted to the quality of the Pampered Chef's® products, the inspiration and solutions provided by consultants, and the overall party experience. The measurable outcomes were to drive more orders per party, increase average party sales, and attract new customers.

THE SOLUTION

To help consultants customize their businesses to reach new customers, Pampered Chef® developed Shared Rewards—a community party experience that offers both hosts and guests the opportunity to share in the rewards. In lieu of host rewards, the host and guests shop together and save together. The more everyone shops, the more everyone saves—up to 25%. Consultants earn commission on the net purchases at the same rate as traditional parties. Shared Rewards is an additional party experience consultants can offer to reach new customers and support their shopping preferences.



We reached

20%
OFF!

Let's grow the savings together!
Invite friends to join the fun and shop!



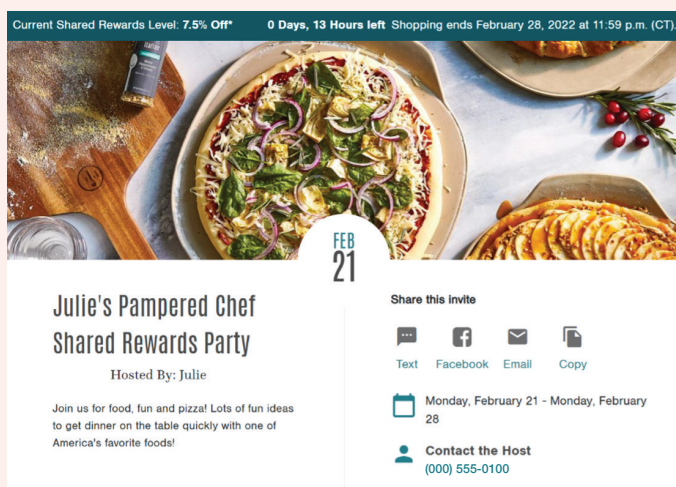
PARTY EXPERIENCE [Click to Play Video](#)

The technology used for Shared Rewards parties gamifies the party with a real-time tracker that shows the discount level reached, and time left in the party.

A “last day to shop” email is sent to guests the day before the party closes to generate a sense of urgency and help drive additional party sales.

The final party discount is applied when the party is finalized and submitted. Guests are automatically sent a receipt after the party submits, which reflects the final party discount, savings, and order total.

“Shared Rewards gives customers the option to engage in the fun of hosting while sharing the rewards with friends and family. This means you can have an alternative for customers who may not have hosted otherwise.”
—Pampered Chef® consultant



0 Days, 13 Hours left
\$42.10 until the next Shared Rewards level!

Discount	Party Sales
25%	\$1000+
22.5%	\$900
20%	\$800
17.5%	\$700
15%	\$600
12.5%	\$500
10%	\$400
Current Discount	Current Sales
7.5%	\$300
5%	\$200
2.5%	\$100

RESEARCH & DEVELOPMENT

Pampered Chef® used an agile process to develop Shared Rewards:

- **Conceptualize (4 months)**—Conducted extensive internal and external research to develop a working hypothesis which allowed Pampered Chef to build a concept and test in a party to understand value.
- **Proof of Concept (4 months)**—Used the learnings to manually run this potential new party format with a small number of consultants, in order to better understand desirability and willingness to adopt.
- **Pilot Test (6 months)**—Tested a hybrid (partially automated; partially manual) version of the concept with more than 300 consultants to understand incrementality and economic viability of the concept.
- **Scale (6 months)**—Based on the successful pilot, Pampered Chef® invested in building a scalable solution that launched in January 2021.

Share the Savings



Invite friends and family to a shared rewards party for an exclusive discount!

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TRAINING

Shared Rewards was introduced as an additional experience that consultants could offer to reach new customers. Training focused not only on how to use the new technology associated with Shared Rewards, but how to use it to customize their businesses to meet their customers' unique needs and preferences.

Training was offered in multiple learning formats to help consultants integrate it into their businesses:

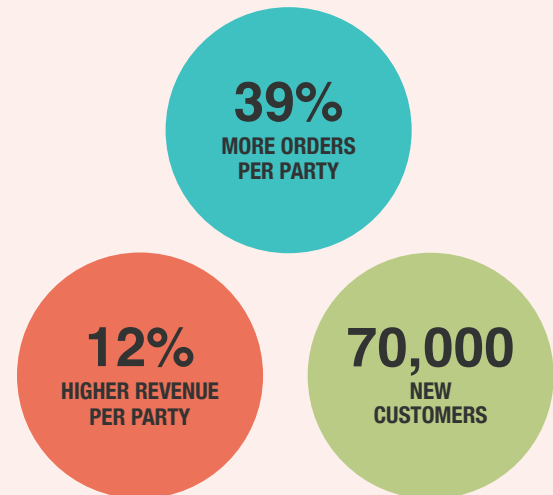
- 1 Introduced live webinars to teach consultants how to use the new technology, and how to incorporate Shared Rewards into their business.
- 2 Launched new Shared Rewards training in Dash, Pampered Chef's® learning management system.
- 3 Reinforced training and tips through National Conference training workshops and ongoing webinars.

“I hosted a Shared Rewards party and loved it! It was so fun to see our discount go up. My friends really appreciated saving on their orders.”

—Pampered Chef® Host, Marcie

RESULTS

Within one year, Shared Rewards parties drove 39% more orders per party, 12% higher revenue per party, and attracted more than 70,000 new customers. Guests reported that their primary shopping motivation was their desire to purchase Pampered Chef's® high-quality products. Interestingly, Shared Rewards customers who booked a subsequent party often chose a host rewards party, demonstrating the value of offering multiple experiences.



“At Pampered Chef®, we believe that the best ideas are everywhere. It’s important that we listen to our consultants and customers, but also look externally for inspiration. Shared Rewards is the culmination of all these best practices coming together.”

—Shiv Dutt, Vice President of Experience Innovation, Pampered Chef®