table

pampered chef.

> "The Table platform aligns with the vision of Pampered Chef® as a company that champions people connecting around a fun, educational and social experience."
>
> —Shiv Dutt, Vice President of Experience Innovation, Pampered Chef®

Measurable Objectives:
The measurable outcomes for Table in the first four months post-launch were to drive higher party satisfaction, party adoption, and the same average revenue per party compared to other virtual parties.

THE NEED

As demand for virtual party experiences has drastically increased, so has reliance on third-party apps and social media platforms. A consultant survey conducted by Pampered Chef® in 2019 found that more than half of consultants had experienced social media restrictions that limited their ability to conduct virtual parties. Consultants also reported spending a majority of their time creating party content and keeping up with changing social media rules, instead of focusing on the business activities they enjoyed most. Third-party restrictions posed significant risk to consultants' businesses, and the overall Pampered Chef® business. As a result, Pampered Chef® determined the need for an alternative that would remove these barriers for consultants and create a better experience for customers.

THE SOLUTION

After extensive analysis, Pampered Chef® determined the need for a digital platform that would reduce the risk associated with third-party platforms, improve the overall customer experience and give access to critical data. The result was Table, a new place to party that enables consultants to hold customized virtual parties that deliver a unique and engaging experience.

DEVELOPMENT

Table was built using a low-code platform with 465 pre-built building blocks for application development. This enabled Pampered Chef® to build and deploy Table more quickly than if it were designed using more traditional application development. The building blocks include everything from AI, to IoT capabilities, to chatbots, to APIs that connect data sources. Users drag-and-drop these blocks to create applications faster.

Due to the flexibility of the low code platform, Pampered Chef® was able to quickly plug in 3rd party technologies and test 15 different creator tools that enhance customer engagements. The plugin tools enable the Table platform to always be up to date with the latest consumer technologies.

Pampered Chef® used an agile process to develop Table from start to finish within 14 months:

- **Conceptualize (1 month)**—Conceptualized the initial version for Table, which leveraged existing consultant and consumer behaviors. Worked with a 3rd party company to find an open-source platform to build a working prototype.
- **Proof of Concept (3 months)**—Used the prototype to run parties with a small number of consultants to understand desirability and willingness to adopt.
- **Pilot Test (4 months)**—Ran an improved version with ~500 consultants to prove out the economics.
- **Scale (6 months)**—Based on the successful pilot, Pampered Chef® invested in building a scalable solution that launched in August 2021.

Host a Virtual Party at My table

- ✓ Easy to join
- ✓ Easy to invite friends
- ✓ No apps
- ✓ No social media accounts
- ✓ Just inspiration, games & rewards!

I started Pampered Chef because I love the products. I realized that Pampered Chef could help me create everyday wins for myself and others. It offers me extra income that lets me pay for my kid's activities. You may not have come to this party looking for something new, but there's never been a better time to try Pampered Chef. Watch this video and share what you liked best in the comments.
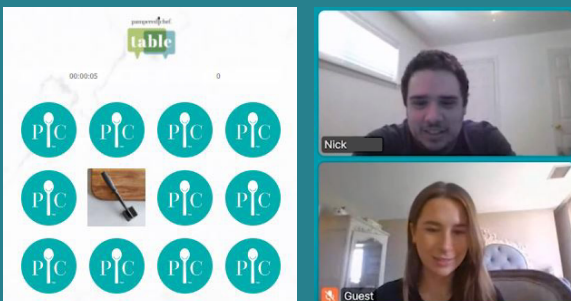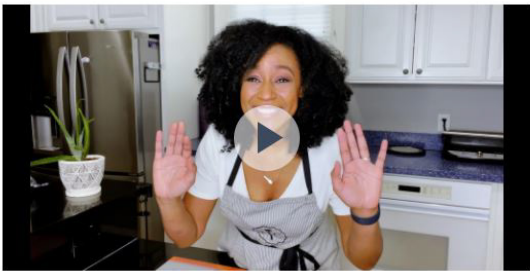
PLATFORM EXPERIENCE   ▶ **Click to Play Video**

Engagement
Table is designed to create a highly engaging party experience that is accessible to all guests, without the constraints of an algorithm.

- **Custom-built Virtual Kitchen Experience**—A highly visual, immersive, and enjoyable way for consumers to learn about products and recipes.
- **Custom Content**—Consultants can customize the content feed to share images, videos, embedded digital product catalog, recipes, and interactive games that both entertain and educate guests.
- **Live Video Chat**—This integrated feature helps consultants share live demos, answer questions and nurture relationships with virtual party hosts and guests.

Personalization
Table helps consultants personalize the party experience and build relationships with guests.

- **Personalized Recipes**—From the very first log-in, Table customizes the guest experience. New guests can share their mealtime preferences, which instantly triggers a personalized recipe shared via text, and helps consultants provide the content their guests are looking for during the party.

Insights & Results

Within the first four months, Table exceeded expectations:

• Over 200,000 guests attended Table parties

• Table parties have 8% higher average party revenue compared to parties conducted on social media

• 82% of Table hosts and guests reported a positive experience at their Table party.

200k+
GUESTS
ATTENDED

8%
HIGHER AVG.
PARTY REVENUE

82%
REPORTED
POSITIVE
EXPERIENCE

• **Personal Video Integrations**—Consultants can embed personal videos, content, and even live videos from six popular content creation platforms including Facebook®, YouTube®, and Canva® by simply pasting a link.

Time-Saving Features

Table reduces the time consultants spend creating their virtual parties, allowing them to dedicate more time and energy to build and strengthen customer relationships.

• **Integrated Contacts**—Table automatically imports consultants' contacts from their business tools to streamline communications in Table.

• **Pre-programmed Content**—Consultants can select from a library of various party experience outlines and adjust them to share their authentic content and personal voice. They also have the ability to create, save, and schedule content to their parties.

• **Text Party Alerts**—With the push of a button, consultants can select from four different pre-programmed updates to send to all of their guests who provided a phone number, along with the party link.

table

You're invited to my virtual
Pampered Chef party!

I'm saving you a seat at the Table.
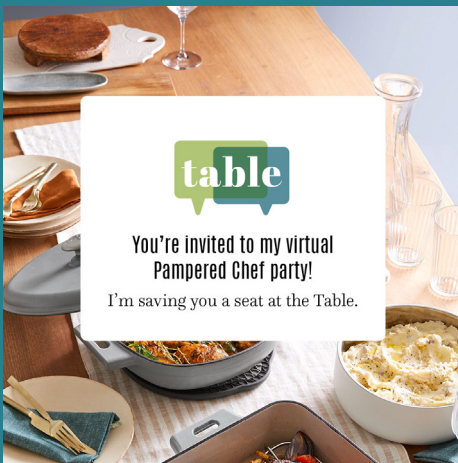
CONSULTANT FEEDBACK:

"Compared to running a Facebook® party and always thinking about beating the algorithm, a Table party feels like a vacation or a spa day for me!"

HOST FEEDBACK:

"I like the Table platform. Not all the people I invited are on Facebook® so it was nice to have this platform that is on the Pampered Chef® website."

"Like so many industries, our virtual business has been growing steadily over the years. Table is another way for Pampered Chef® to provide an innovative, first-class virtual experience for our consultants and our customers."

—Andrew Treanor, CEO, Pampered Chef®