

## Service From the Heart



DSA Partnership Award 2023  
Submission

### HELLO DIRECT SELLING ASSOCIATION

We have enjoyed membership as a DSA Supplier Member since 2002 (21 years). Our journey has been rich with learning, friendships, and engagements with some of the greatest companies on earth.

A great measure of our success comes from the connections made for us by Neil Offen, Melissa Brunton, Joe Mariano, and our friends at the DSA. Workshops, networking, and writing opportunities have opened doors for us.

For this, we are most grateful and loyal.

### HELLO SERVICEQUEST

In 1993, Terrel Transtrum started a boutique customer service consulting firm called ServiceQuest following his 5-year start with Melaleuca which had grown from a handful of employees to more than \$250 million in annual revenues. From the first day there, his job description was to **"keep our customers and distributors happy!"**

In the years that followed, the work of ServiceQuest was to ensure happy customers and productive, successful distributors who gather and support customers for DSA Member Companies. These samples of case studies represent some of our work with DSA member companies:

- **Customer Service Consulting and Makeovers** for *Scentsy*, *Univera*, *PartyLite*, *USANA*, *ItWorks*, *Isagenix*, *Youngevity*, and *Beach Body*.
- **Starter Kit** research and revisions, with distributor onboarding strategies for *Herbalife* that resulted in 12% increase in 90-day retention.
- **Distributor Training Program** research project for *Amway*, resulting in the transition to their first company-sponsored onboarding training system for new distributors.
- **Contact Center Capabilities & Requirements** upgrades to create employee-centered coaching and engagement to support the new season of growth and transition for *Elepreneurs* to *The Happy Company*.
- **Distributor Compliance** training, certification programs, and compliance playbooks created for *Plexus*, *Orenda*, *Zurvita*, and others.
- **Technology and Core Business Systems** review and migration to support global expansion and operations for *Sunrider International*.
- **Startup Consulting and Launch Support** for scores of companies such as *Kyani*, *Tori Belle*, *Amare Global*, *Viridian*, and others.

## MEMBER NOMINATIONS FOR SERVICEQUEST

The three DSA member companies submitting nominations are listed below with summaries describing the nature of the partnership and specific examples of the contributions and results provided by ServiceQuest.



In 2022, *Plexus* and ServiceQuest tackled and improved Plexus compliance solutions:

- Compliance **training and certification** for brand ambassadors, with 27% improvement in compliant social media posts.
- Crafted a field **compliance playbook** advanced disclosure statements in support of rank-appropriate conversations and claims.
- Support sales and training with a fresh approach to personal brand development and telling personal stories powerfully and compliantly.
- Specialized staff training for policy administration to support compliance efforts and Brand Ambassadors.

## SUNRIDER®

Since 2018, *Sunrider* and ServiceQuest have teamed up to:

- Refresh the *Sunrider* marketing and operations infrastructure to better serve *Sunrider* customers and distributors.
- Optimized existing technology for a greater return on investment.

# SERVICEQUEST®

GLOBAL CONSULTANTS FOR DIRECT SELLING

- Select and implement new tech solutions resulting in 18% new growth.
- Simplify and streamline business rules, increasing productivity by 15%.
- Reduce global complexities through standardization of methodologies and better use of inter-dependent systems.



Since 2013, Zurvita and ServiceQuest have greeted new consultants to provide them with an effective onboarding experience:

- 99% of new Zurvita consultants trained within 72 hours of arrival.
- Increased retention through earlier engagement.
- Compliant posts, training, and presentations by consultants

## FOR THE JUDGES

With the rise of direct-to-consumer sales by DSA companies, **customer centricity has come of age**. For instance, the measure of compliance is now based on the prominence that a company places on customers. Importantly, companies that understand happy customers are the purpose of their business have long found this to also being the key to attracting and keeping distributors who successfully find and keep those customers.

Selecting ServiceQuest for the DSA Partnership Award will send a message that *the customer is at the center of the direct selling universe* – the key to longevity and retention, growth acceleration, and regulatory compliance!

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**Thank you** for considering our application for the 2023 DSA Partnership Award!



*It will be an honor to represent the DSA as a champion of the customer and the distributors who find them and support them in partnership with DSA Member companies!*

Terrel Transtrum, CEO  
ServiceQuest

**Nomination: Chris Reid, Plexus Worldwide**

In 2022 Plexus worked closely with Terrel Transtrum to create a compliance playbook for Plexus Brand Ambassadors and to elevate the precision and effectiveness of compliance efforts. I have personally worked with Terrel Transtrum, CEO and founder of ServiceQuest, since 1993.

Terrel is a focused and effective steward of customer service and support for independent representatives.

At Plexus, he currently serves as a member of our compliance team, bringing his experience and leadership to guide the important changes we face in the current regulatory environment for direct sales. With his help we have elevated compliance to include effective training, claims playbooks for rank-appropriate use, compliance coaching cards, and metrics that indicate movement to a more compliant field sales organization.

I wholeheartedly support ServiceQuest as a nominee for the DSA Partnership Award.

**Nomination: Gareth Hooper, CIO, Sunrider**

I am submitting my nomination in support of ServiceQuest for the DSA Partnership Award.

Sunrider is a vibrant, international organization now operating across 50 countries and countries in partnership with independent distributors who count on our ability to understand and meet their technology needs.

Our staged roll-out of operational and technological solutions into numerous world-wide regions has been enhanced by the capable skills of our trusted partners at ServiceQuest.

Please give ServiceQuest your vote of recognition as they continue in their great tradition of service-based solutions to attract and keep happy customers. That's because happy customers create successful distributors!

**Nomination: Wendy Atinsky, Zurvita**

ServiceQuest provides Zurvita with the content and delivery system for introductory compliance training and certification for new Zurvita distributors.

The training gives us confidence that distributors understand accepted practices for recruiting and supporting customers with truthful and accurate information about products and earnings.

What's remarkable is that the services we receive are crafted with the ultimate customer in mind, and with the success of each distributor in the forefront.

Please extend your recognition of ServiceQuest as a signal of the importance of service to customers and distributors at the heart of direct selling.