



Driving Consultant Success: Pampered Chef® Consultant Business Dashboard

Measurable Objectives

Hypothesis: Every 10% increase in consultant engagement (monthly average visits) with the Dashboard would drive at least 1% increase in consultant productivity.

Objective: Increase *consultant productivity* (revenue per selling consultant) by enabling them to set and reach their goals, whether they're just getting started or looking to reach the higher commission tier. Ultimately, the desire is that this business tracking tool will improve retention and consultant lifetime value by helping them get what they want from their business.

NEED

As part of a strategic focus on improving the consultant experience and helping them reach their business goals, Pampered Chef® conducted independent research of its consultants to understand challenges unique to new consultants and their leaders. An assessment of business tracking tools identified several key challenges: consultant data was in multiple locations, and tracking progress against consultant goals and promotional offers needed to be calculated manually in some cases. As a result, sales goals were sometimes missed due to miscalculation. Consultants also lacked visibility to current promotions that could support more business success for them. These factors contributed to a low engagement rate in consultant business tracking tools.

Based on research findings and the assessment of its business tracking tools, Pampered Chef® identified a need to create a central dashboard that would enable consultants to more effectively track performance, understand current promotional offers and how they were tracking against the target, and access training to help reach individual booking, selling, and recruiting goals.

SOLUTION

The Pampered Chef® Consultant Business Dashboard was created in partnership with consultants to help drive consultant success through centralized at-a-glance tracking of sales and new team members against personal goals, monthly promotions, incentives, and consultant plan benchmarks.

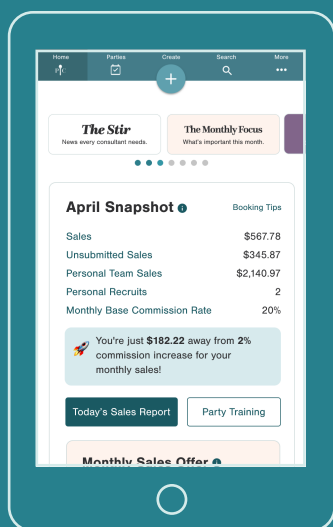
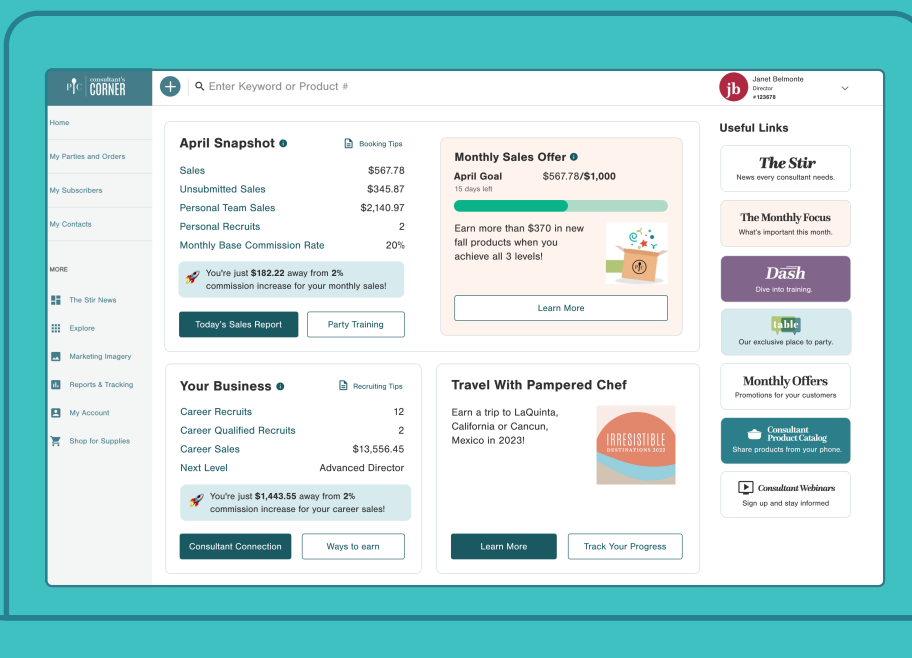
The Dashboard was also designed to be a time-saver for leaders. With the benchmarks, data, and training resources in one place, leaders can spend more time on goal setting and meaningful coaching conversations, and less time digging for information on behalf of team members.



CONSULTANT BUSINESS DASHBOARD

The Consultant Business Dashboard features business-critical data, including:

- Sales and recruiting snapshot:
 - Includes practical tips and actions to help find hosts and invite others to join the business
 - One-click access to more details about additional commission opportunities
- Monthly sales promotion snapshot: Clearly outlines what it is and how the consultant is tracking against it
- Path to Promotion: Displays current path with action steps and training to reach the next career level
- Better visibility and simple tracking for milestones and rewards such as incentive travel
- Training to help consultants reach their individual goals



RESEARCH AND DEVELOPMENT

Pampered Chef® designed and built a custom Consultant Business Dashboard from the ground up to give consultants better awareness of, and faster access to, the critical information they need to run their businesses.

The Consultant Business Dashboard was developed in partnership with Pampered Chef® consultants at all levels throughout the process to ensure it would have the desired impact.

- **Discovery (2 months)**—Leveraged past user experience (UX) research and held new consultant interviews to determine which data points were most critical to running their businesses, before designing it.
- **Proof of Concept (1 month)**—Met with top field leaders early in the process for a workshop to solicit early feedback and ensure the Dashboard was focused on the right data points and activities. A prototype dashboard was tested with several Consultants in their first 12 months of business to ensure that it met their needs. This research led to the addition of enhancements and resources to the dashboard.
- **Pilot Test (1 month)**—Once it was built, the Dashboard was tested with a group of leaders and their downline teams to ensure that data was flowing through correctly, and that the information contributed to meeting individual and team goals.

Business Results

Our hypothesis has so far proven to be accurate with a 10:1 ratio of engagement to productivity improvement.

Lead Metric: Consultant Engagement 📈 49% increase in monthly average visits vs. trend.

Lag Metric: Consultant Productivity 📈 5% increase in Revenue per Selling Consultant vs. trend.

10:1
ENGAGEMENT
TO PRODUCTIVITY
RATIO

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PER CONSULTANT

FIELD ROLLOUT

Pampered Chef® unveiled the Consultant Business Dashboard at National Conference in July 2022 to great enthusiasm. What was extraordinary about this launch versus other technology rollouts was that it required virtually no training. Upon signing into the Dashboard, consultants see clear data and actionable information in an easily digestible format.

To ensure awareness continues, the Consultant Business Dashboard is introduced to new consultants in their onboarding webinar; they learn about key business targets, tracking, and actionable steps to kick off their businesses.



CONSULTANT FEEDBACK:

“Love, love the dashboard. My new people are so informed, and they love it. And I love not having to tell them where they are all the time because they don't know where to go look.”
—LaShawn, consultant

“Now that we’re able to track against the sales promotions, I’ve noticed that more people are achieving it. And this excitement is carrying over into our team page—now that they're aware right when they achieve a promotion, they are celebrating their success in our group!”—Britany, consultant