

# Stay on track with Scentsy Connect

*Manage your customer relationships,  
master follow-up and grow your business!*



Running a successful business is all about building strong connections. We know how important customer follow-up is to meeting sales goals. As a Scentsy Consultant's contact list grows, the time and energy it takes to personally reach out to every customer becomes harder to manage — there just aren't enough hours in the day. As a result of this common roadblock, our sales data in recent years showed that **60% of Scentsy customers were making a single purchase.** We knew we needed a dynamic solution.

Equipped with a catalog of beloved (and consumable) fragrance products, we could see that the greatest opportunity

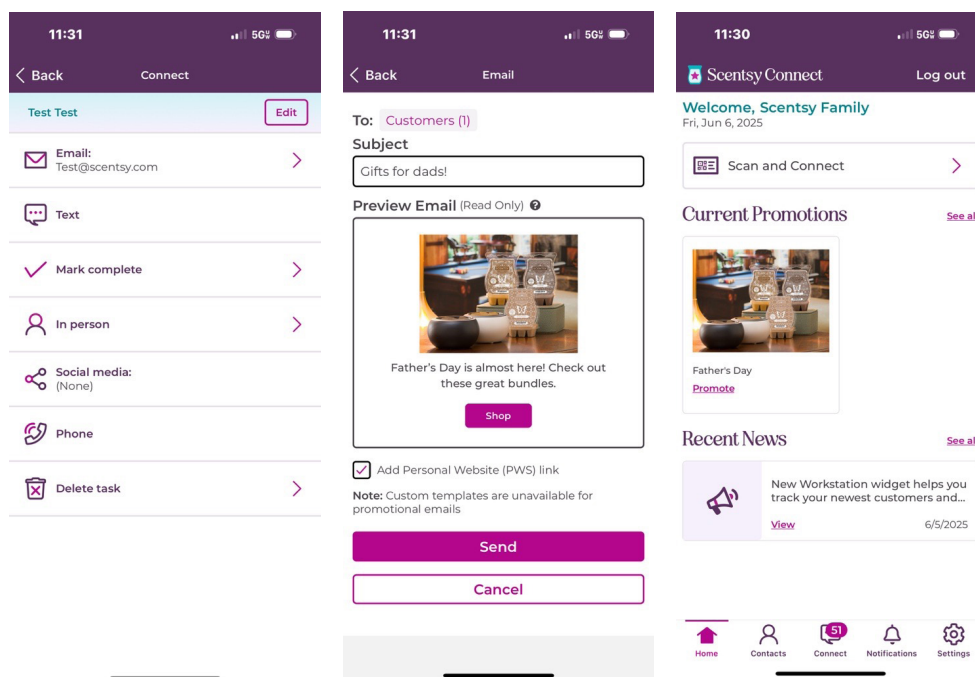
for Consultants to grow their businesses and increase their income would be for them to go after that second purchase and turn one-time customers into repeat customers. And while it's easier and far more likely to make additional sales to an existing customer than to find and sell to a new one, it requires a highly effective follow-up system.

To help Consultants master the art of follow-up, increase engagement, save time and transform every customer interaction into an opportunity, we developed Scentsy Connect, our own customer relationship management app exclusively for Scentsy Consultants.

# Take your business to the next level

Our developers got to work on a comprehensive tool that Scentsy Consultants could use on the go, master quickly and manage with ease. After about a year of research and development, user testing, and building the app from scratch, we launched Scentsy Connect in beta to a few hundred Consultants in January 2024, eventually inviting nearly 1,000 Consultants to test features and provide feedback to our developers.

Beta testing allowed us to fix bugs and adjust the roadmap for continued improvements based on user feedback before rolling out the app to all Consultants at no cost to them in July 2024.



Consultants who tested the app called it a “game-changer.” Nearly 90% of Consultants who used Scentsy Connect in beta said they’re now confident with their customer follow-up. Most test users saw increased sales.

## Download the new Scentsy Connect app!

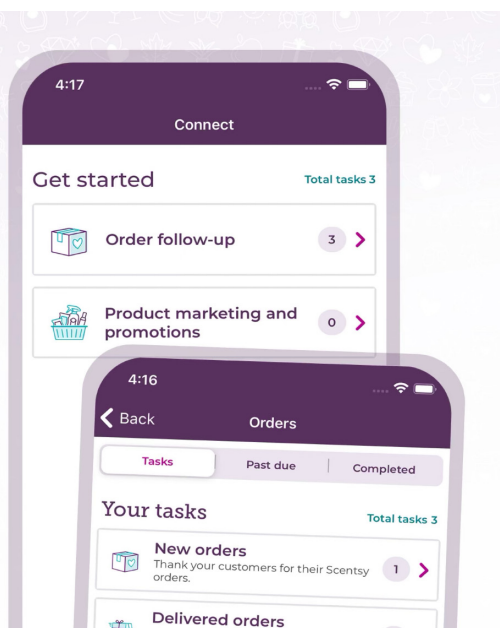
*Use this powerful digital assistant to drive sales, delight customers and become an organization master on the go!*

We knew if Consultants incorporated Scentsy Connect into their daily routines, their businesses would thrive. Immediately after launching the app, we used our annual sales convention — our biggest event of the year — as a platform to market the app to new users and drive more adoption.

All the while, our developers continued working on additional features, often at the request of users, to make it the right tool for Scentsy Consultants.

### Some key features in the app include:

- **Tasks and follow-up reminders** to help Consultants stay on track and invest time in activities that bring results, like new product marketing and ongoing engagement.
- **Templates** for fast, easy and effective follow-up that can be used as-is or customized by the user. No more wondering what to say!
- **Multiple communication methods** — text, email and phone call — to reach out to customers through a single app, instead of bouncing around through several.
- **Seamless integration with the Workstation** — the online hub where Consultants run their daily businesses, place orders, access marketing resources and manage their contact list. No importing customer data or order history necessary. From the moment of download, Scentsy Connect is ready to go!





# And it just keeps getting better

To alleviate the energy and time needed for customer follow-up, **we launched push notifications in November 2024.** This single add-on reversed the course of active users who had begun slowly tapering off, reengaging them daily with reminders of what tasks they needed to complete in the app.

**We also added Scentsy News notifications.** Previously, Consultants would have to log in to their Workstation regularly throughout the day to learn about company announcements, product launches and more. Scentsy Connect's push notifications now deliver the news to them instead. *No more missing important announcements or losing sales due to lack of information!*

Since launching Scentsy Connect, we've remained agile and quick on our feet, rolling out additional

updates to meet the needs and desires of Consultants, including:

- Typically releasing a new app version every week.
- Enhancing email capabilities to allow for bulk email communications. *Huge timesaver: Email jumped to the most-used messaging option in the app by 2X!*
- Increasing focus on new product and promotion tasks by using an AI algorithm to recommend the best customers for new products or sales based on purchase history. *No more blanket marketing or making best-guess promotions.*

The Scentsy team also developed training content to support adoption and help Consultants make the most of every feature in the app.

**With Scentsy Connect, we had two major goals:**

1. Help Consultants go after the second purchase to earn more income each month through consistent customer follow-up and engagement.
2. Obtain enough mobile app adoption to offset the development costs.

## The feedback:

**It's a hit!** Consultants who use Scentsy Connect daily have experienced a resurgence of energy and growth in their businesses.



### Scentsy rocks!

This app makes follow-up an absolute breeze!! They are still adding new amazing features and tweaking it. Thank you so much for giving us such an amazing tool!!!

-A.C.Thomas91

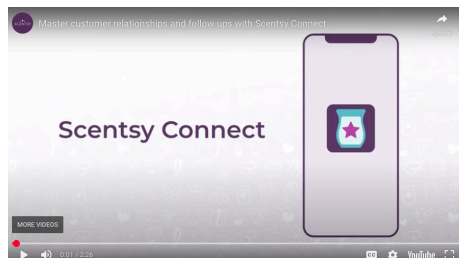


### So helpful!

This has been such a time saver for me. Words cannot express how much I love this! Taking an hour's worth of work down to 10 min max!

-K2LDreamer

Check out the testimonial video at <https://scentsyblog.com/small-business-help/we-made-scentsy-connect-to-help-consultants/>!



## The results:

**Weekly active users:**

**13K**

(exceeded goal by 30%)

**Annual revenue lift projection:**

**\$9.6 million**

(exceeded goal by 17%)

**Conversion rate for mobile app message web visitors:**

**11.7%**

conversion rate YTD  
(highest conversion rate of all our marketing channels)

★ ★ ★  
**SCENTSY**  
Fill your life with fragrance®