

**SUBMITTED BY:** Mark McClusky 616-914-0719 mark.mcclusky@amway.com

NAME OF PROGRAM Amway Customer Shopping

Transformation

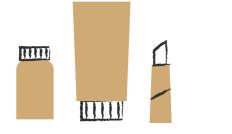
**Business Excellence** 

# A customer led shopping experience.

Enabling registered customers to shop for their own products has elevated how our Independent Business Owners can spend their time building relationships

# **Overview & Benefits**

We shifted the expectation for Amway's eCommerce experience from addressing distributor needs to offering a personalized experience that customers love. Through extensive research, we learned about assumptions we made from distributors that didn't apply to to the ideal customer shopping experience.



## **Customer Shopping**

Our search results needed to be more concise and direct, so optimizing the search results and corresponding product information was paramount. As a result we saw a significant uptick in our entire sales funnel for registered customer conversion rates.

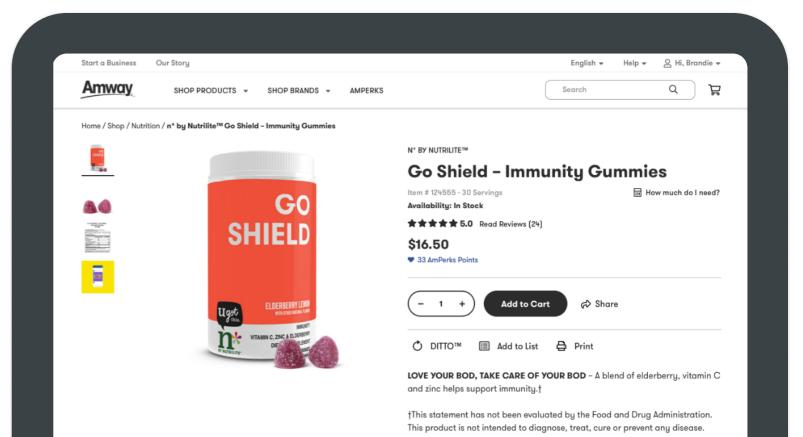


## **Personalized MyShops**

Allowing each distributor to express their personality through the customer shopping journey was critical in meeting expectations. As a result, this is the highest order-converting channel that exists for customers.

## **Enhanced Product Details Pages**

Updated look and feel of the site improved accessibility of productrelated information as well as elevated the brand positioning with a modern design system site-wide



## **Features**

## **One Page Checkout**

Am	Vay	ප	₽ =
Searc	h		Q
Your C	Cart		
Total: (2 i	ems)	CH	leckout
GO	n* by Nutrilite™ Go Shield – Immur	nity Gummies	
SHIELD	ltem # 124555 \$16.50		
Remove			
	<ul> <li>■ How Much Do I Need?</li> <li>1 ∨</li> </ul>		\$16.50
		A	♥ 33 mPerks Points
	<u>n* by Nutrilite™ Sweet Dreams – S</u>	leep Gummies	
DREAMS	ltem # 124506 \$16.50		
Remove	1 ~		\$16.50 • 33
	Add AmPerks during checkout p	rocess and get	
Am <b>Perl</b>	rewarded for your purchases. It' to join!	's super easy ar	nd FREE
Ore	der Summary		
Subt	otal		\$33.00
Estin	nated Delivery		\$10.00
Estir	nated Total		\$43.00
	Possible erks Points		66
	Checkout		

Removing friction and streamlining options during the cart and checkout process allowed customers make quick decisions and increased checkout

conversion accordingly

## **Ratings & Reviews**

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4*     7     Value     4.7     incr       3*     1     0     and       1*     1     rate	Start a Business	Our Story						English 🔻 🕴	lelp ▼	ign In 🔻	
Rating Snapshot       Average Customer Ratings         Select a row below to filter reviews.       Overall       4.9         5*       7       Value       4.7         3*       1       2.4       0         1*       0       1       4.7         1       1       1       4.7         1       1       1       4.7         1       1       4.7       4.7         1       1       4.7       4.7         1       1       4.7       4.7         1       1       4.7       4.7         1       1       4.7       4.7         1       1       4.7       4.7         1       1       4.7       4.7         1       1       4.7       4.7         1       1       1       4.7         1       1       1       1       1         1       1       1       1       1       1         1       1       1       1       1       1       1         1       1       1       1       1       1       1       1         1       1	Amway	SHOP PRODUCTS -	SHOP BRANDS -	AMPERKS™	DISCOVER		Search	1	Q	Å	
Select a row below to filter reviews. 5 ★ 81 7	Review	NS									
5* 81 Effectiveness 4.7   4* 7 Value 4.7   3* 1 1   2* 0 1   1* 1 1	• •				Average Custo	mer Ratings					
Adrienne       ★★★★★ · 7 months ago         Oregon       Doing it's job!         Review 1       I have been taking Vitamin C gummies for years, but decided to give something a try with a bit more oompf. These have been perfect - I feel great, which is truly the point. I plan to use them indefinitely as part of my 'stay healthy' plan!	5 <b>*</b> 4 <b>*</b> 3 <b>*</b> 2 <b>*</b>	ow to filter reviews.	7 1 0		Effectiveness		4.7				Intro and incr and rate
Oregon       Doing it's job!         Review 1       I have been taking Vitamin C gummies for years, but decided to give something a try with a bit more oompf. These have been perfect - I feel great, which is truly the point. I plan to use them indefinitely as part of my 'stay healthy' plan!       Effectiveness	1–8 of 100 Revie	ws					?	Sort by: Mos	t Relevant 🔻	=	pure
Recommends this product 🖌 Yes	Oregon Review <b>1</b>		Doing it's job! I have been taking Vite try with a bit more oor point. I plan to use the	amin C gummies npf. These have m indefinitely as	been perfect - I f	eel great, which is tru		Effectiveness	5	_	
Helpful? Yes 8 No 0 Report											

Product Details	
	~
Ingredients	$\sim$
FAQs	$\sim$
Use Instructions	$\sim$

#### See What Our Customers Are Saying



I love the new immunity boost! I've been taking it for the past few weeks and feel awesome.

Get points for this stuff! Join AmPerks today and get rded for your purchases. It's super easy and FREE

Kaila M Lawyer, Health & Wellness Enthusiast

Introduced product ratings
and reviews in order to
increase customer trust
and ultimately conversion
rate at the point of
purchase consideration



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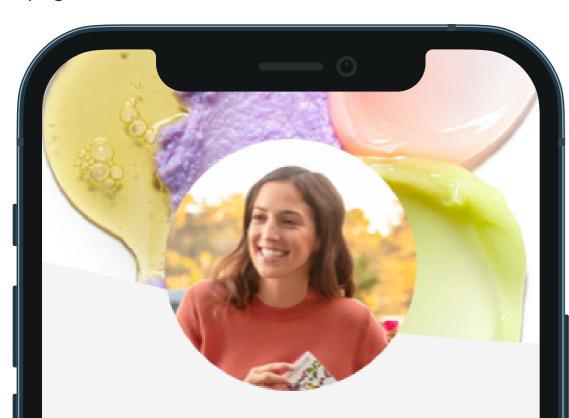
Amway Customer Shopping

SUBMISSION CATEGORY

**Business Excellence** 

## **Personalized MyShops**

Allowing our distributors to express their 'personal brand' enabled our teams to leverage MyShop as a consistent landing page from social

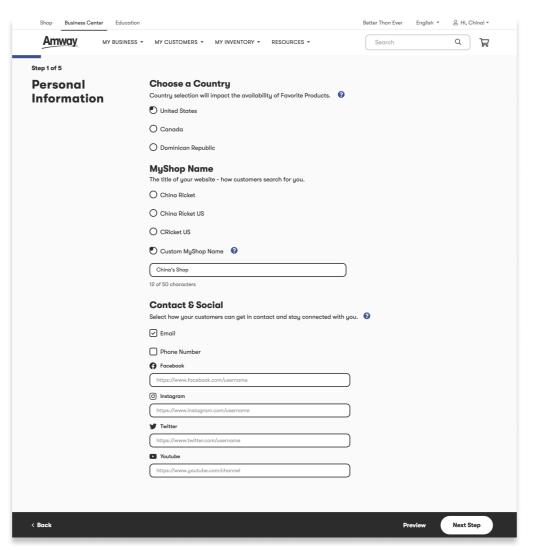


# **Danielle Curtis**

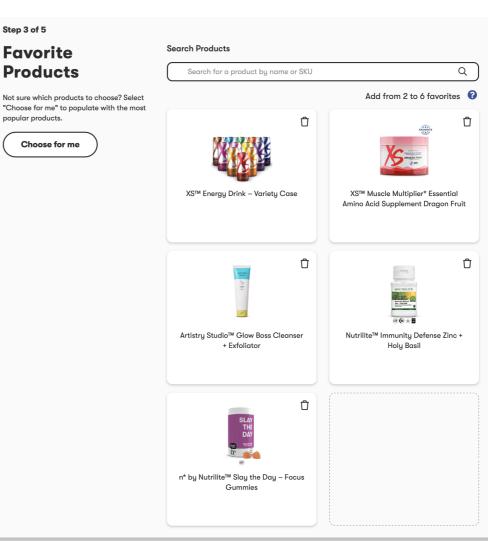
Welcome! If you enjoy finding new products that fit your lifestyle, you'll love what's in MyShop!



Any and all distributors could open a MyShop. As a result of the easy setup wizard, we saw an increase in MyShops opening

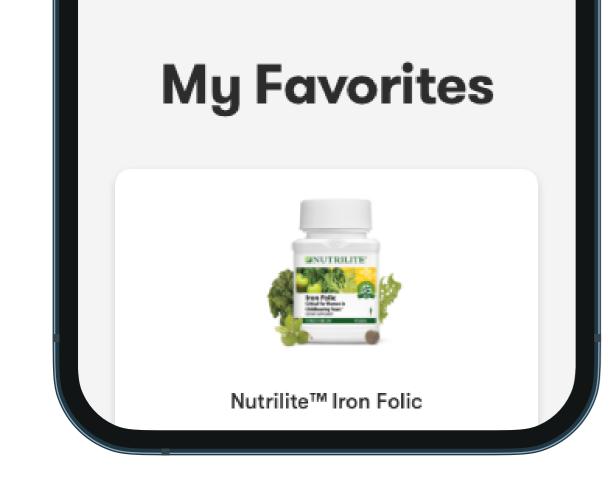


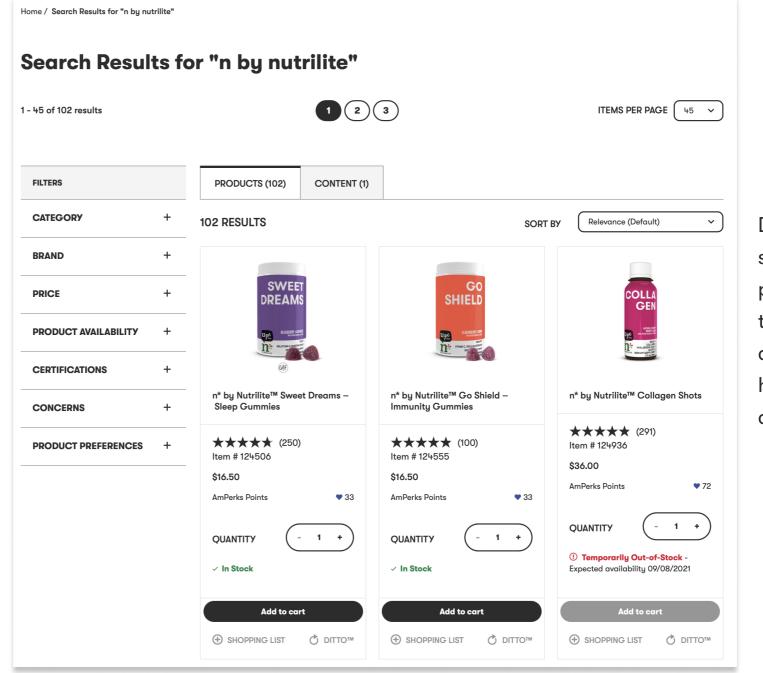
As part of enabling self-expression and completing the loop from off-domain social media, we empowered every distributor to connect their Amway MyShop back to their social channels of choice



A critical element of each distributor's brand are the products they choose to represent; personalizing the landing page with a curated list of products empowers personalization for every distributor in a unique presentation

### **Optimized Search Results**





Decreasing the number of no search results and out of stock products presented was critical to maintaining high add to cart conversions especially with a historic year of supply chain challenges



### **KPIs**

Through a series of leading and lagging indicators, our customers showed us how successful they were in traversing the shopping journey. In one of our most important KPI's, they showed us how quickly and often they order products.

## **Results**

**ORDERS** 

+94%

Increase in direct customer ordering revenue

+56% Increase in direct customer

order frequency

## +24%

Increase in direct customer average order value

**CONVERSIONS** 

45%

Fewer abandoned customer carts

+2X

Increase in customer order conversion from MyShops

## +40%

Increase in customer checkout order conversion

**MY SHOP** 

**59%** 

increase purchase conversion rate from MyShops

21% fewer abandoned carts from MyShops