



SUBMITTED BY:

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NAME OF PROGRAM

Amway Customer Shopping
Transformation

SUBMISSION CATEGORY

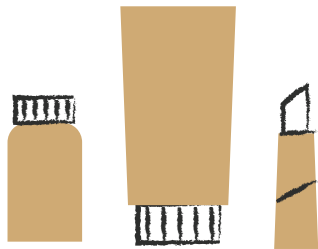
Business Excellence

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 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.

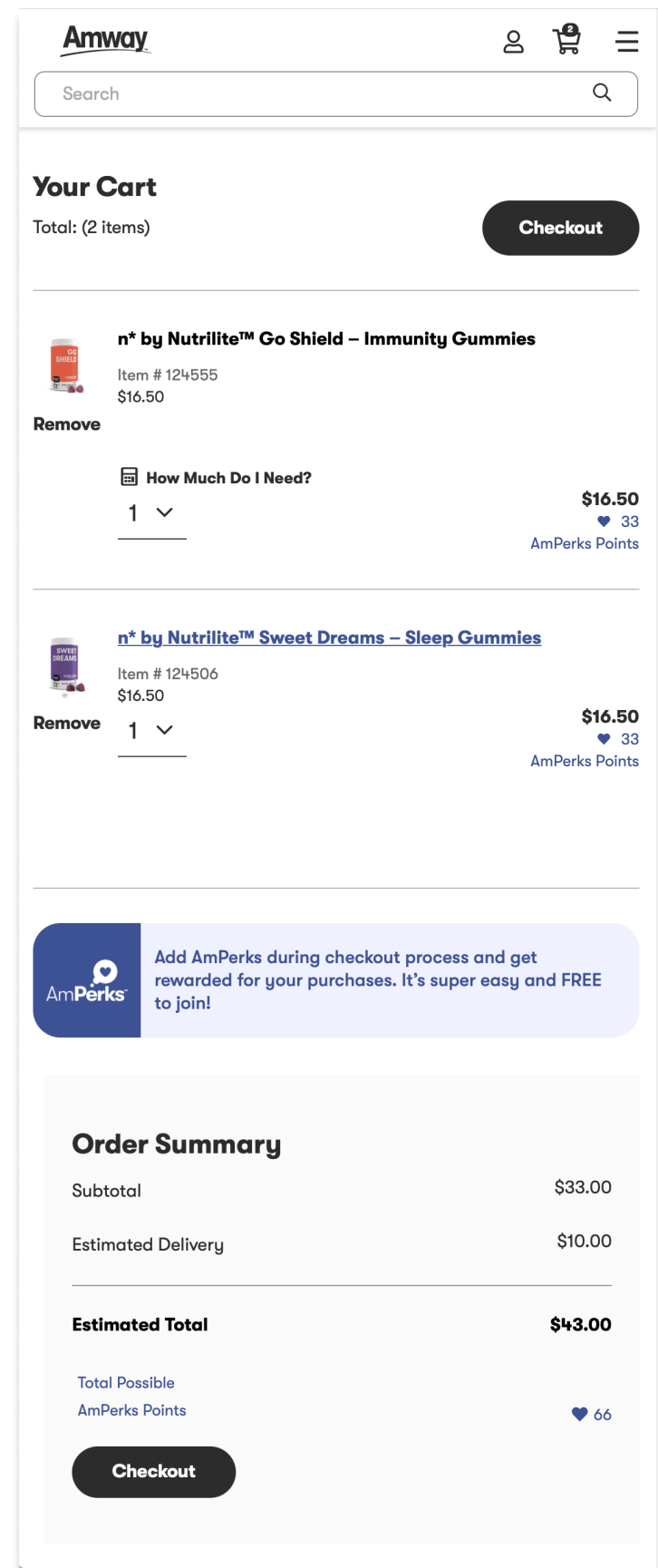


Personalized MyShops

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.

Features

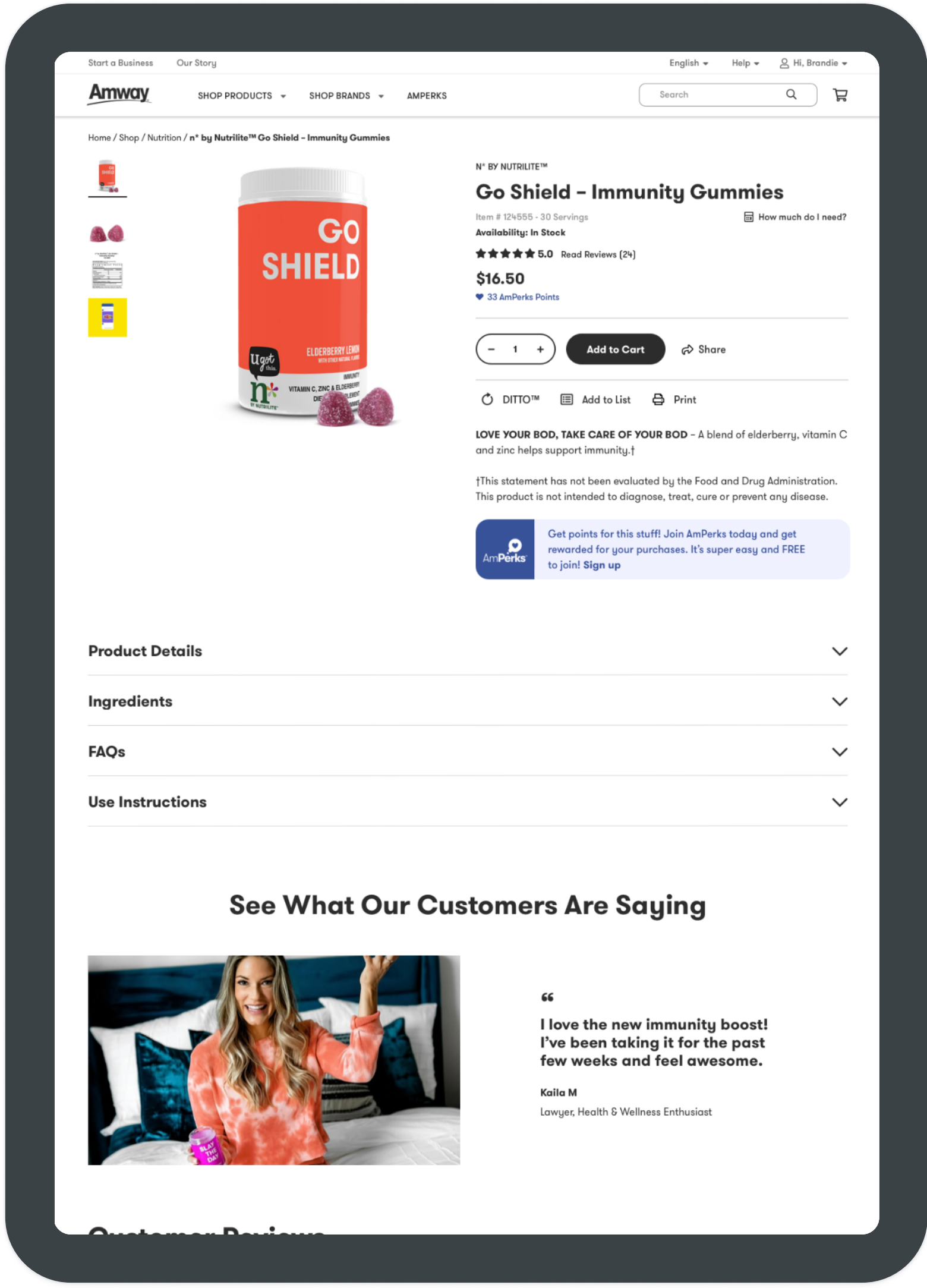
One Page Checkout



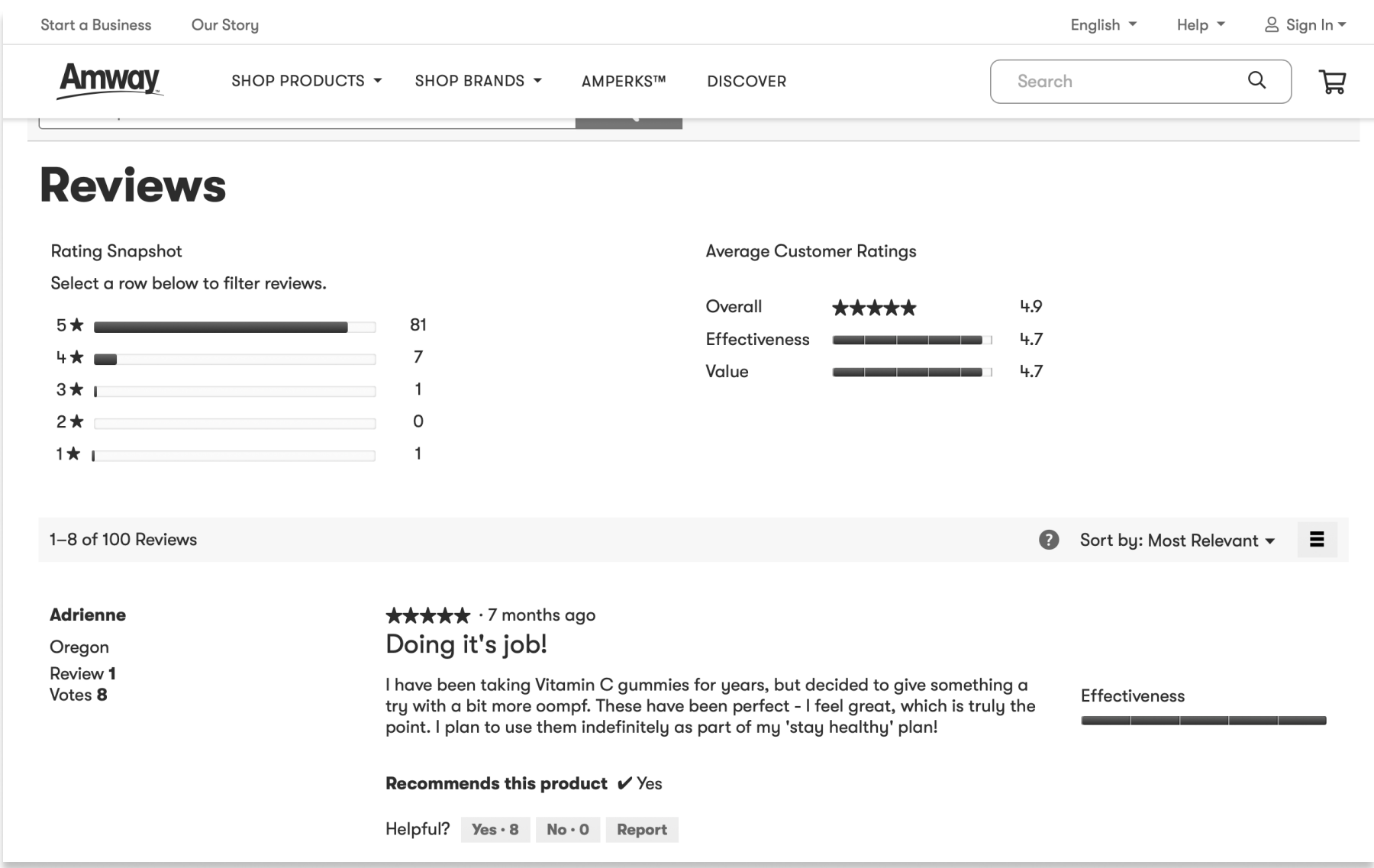
Removing friction and streamlining options during the cart and checkout process allowed customers make quick decisions and increased checkout conversion accordingly

Enhanced Product Details Pages

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



Ratings & Reviews



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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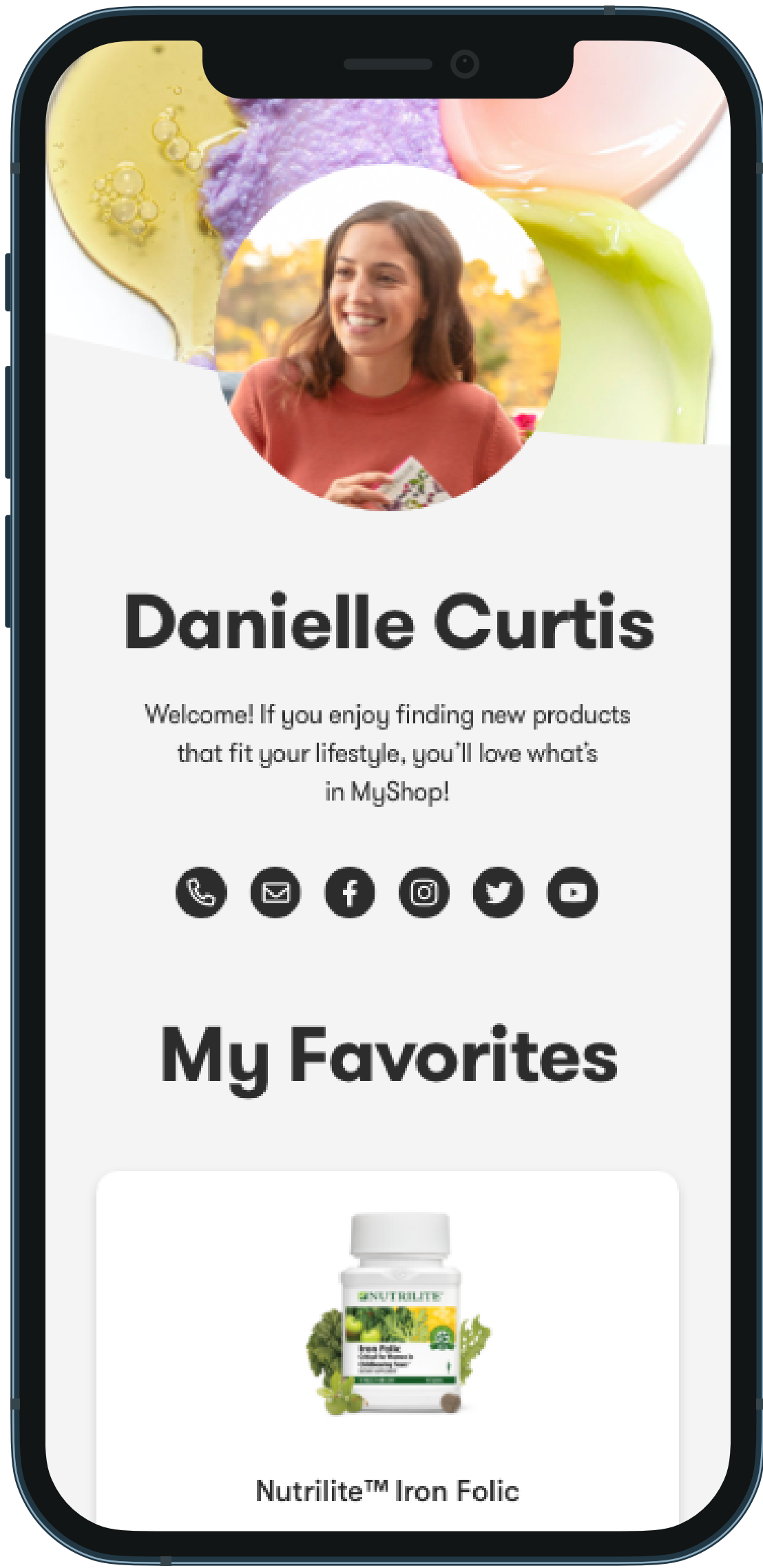
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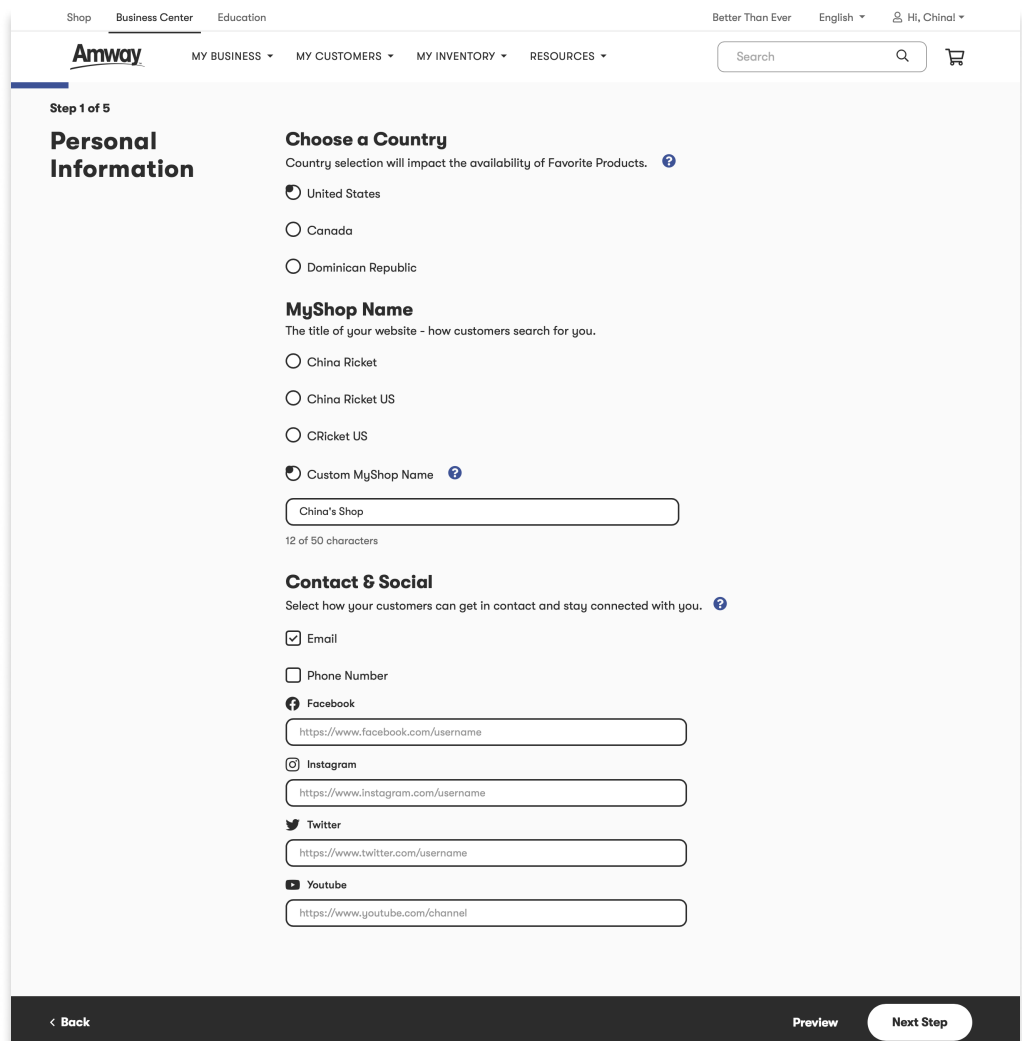
Business Excellence

Personalized MyShops

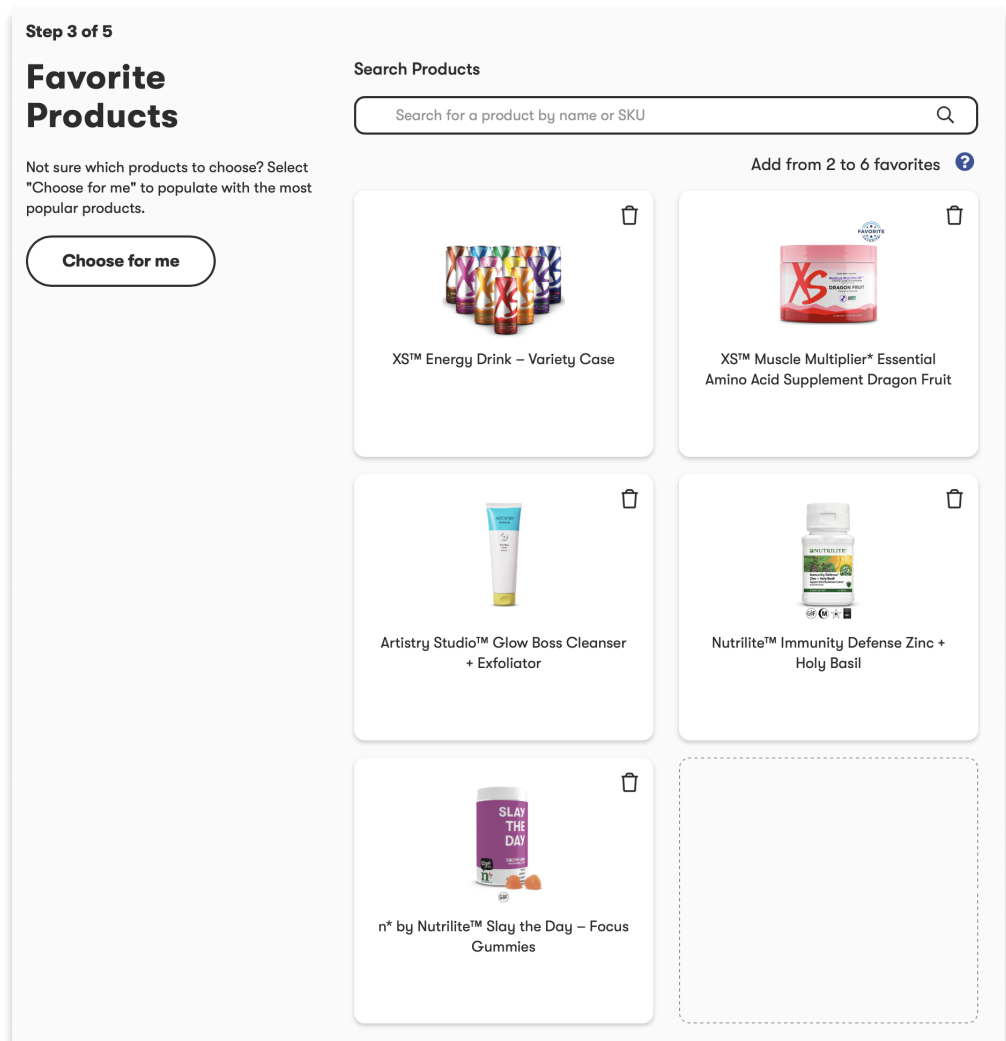
Allowing our distributors to express their 'personal brand' enabled our teams to leverage MyShop as a consistent landing page from social



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

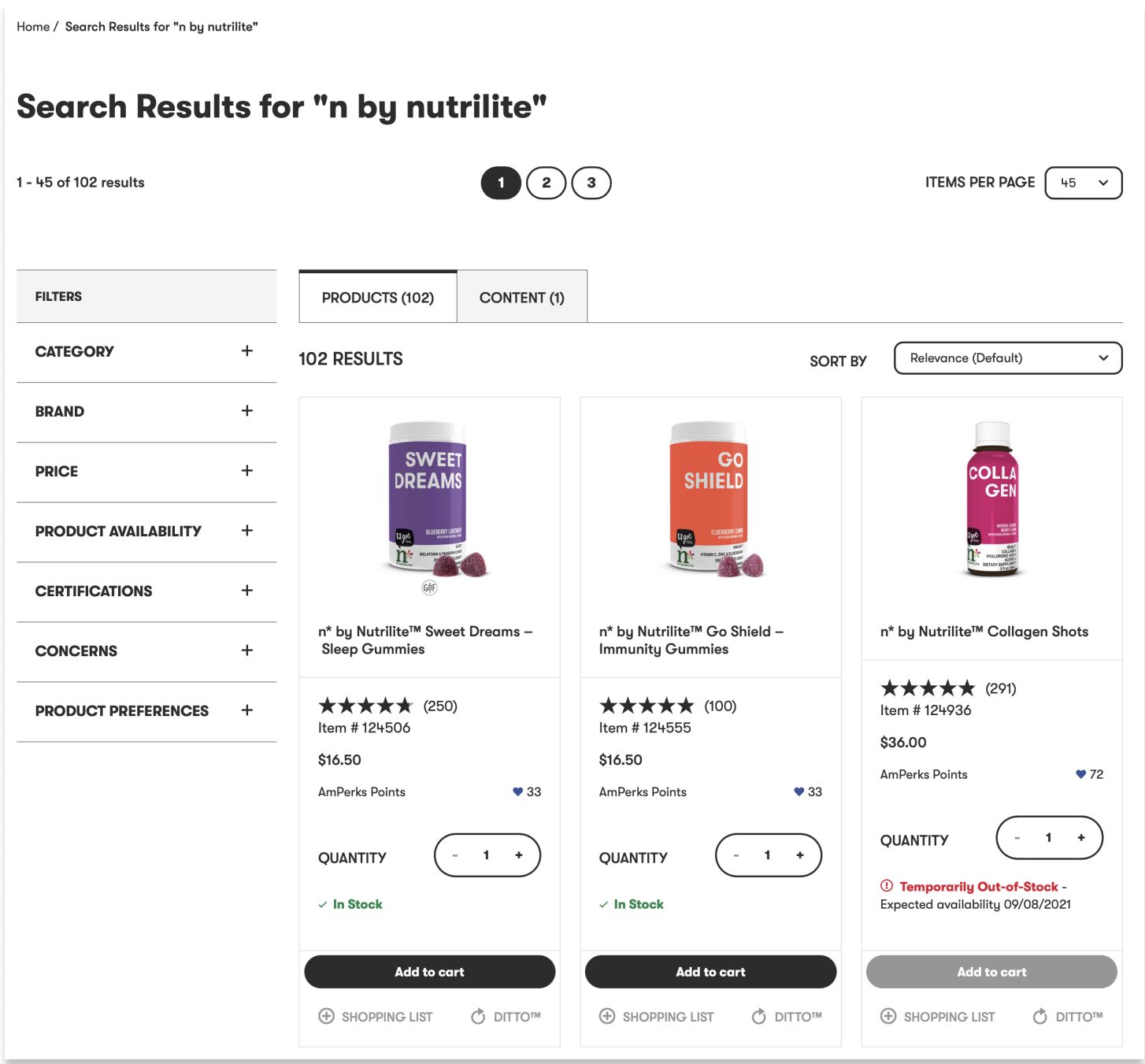


As part of enabling self-expression and completing the loop from off-domain social media, we empowered every distributor to connect their Amway MyShop back to their social channels of choice



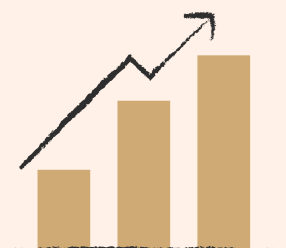
A critical element of each distributor's brand are the products they choose to represent; personalizing the landing page with a curated list of products empowers personalization for every distributor in a unique presentation

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

Results



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.

ORDERS

+94%

Increase in direct customer ordering revenue

CONVERSIONS

45%

Fewer abandoned customer carts

MY SHOP

59%

increase purchase conversion rate from MyShops

+56%

Increase in direct customer order frequency

+2X

Increase in customer order conversion from MyShops

21%

fewer abandoned carts from MyShops

+24%

Increase in direct customer average order value

+40%

Increase in customer checkout order conversion