

Company

Arbonne

Industry

Retail

URL

www.arbonne.com

Headquarters

Irvine, CA

NetSuite Product

NetSuite CRM

NetSuite Users

20

Using NetSuite for

Customer Support

Arbonne

*NetSuite Helps Multilevel Marketer
Boost Policy Compliance*

“With NetSuite we’ve got automation, efficiencies, and tracking abilities we didn’t have before. This helps us compete through the quality and integrity of our consultants – the people who bring our products to customers’ homes every day.”

— Arbonne

Challenge

- Arbonne competitive differentiation depends on sales integrity, compliance with published policies and procedures
- Many consultants frustrated because their complaints didn’t seem to have any effect on unfair competition
- Wanted to find a way to maintain consultant integrity with nearly 1 million consultants, globally
- Consultants need to adhere to a comprehensive, 20-page policy and procedure manual
- Difficult to track complaints and/or compliance inquiries from customers or other consultants
- Difficult to coordinate 15-person staff working with spreadsheets

Solution

- Replaced manual-spreadsheet tracking system with NetSuite CRM
- Chose NetSuite in favor of Sage CRM
- NetSuite dashboards help compliance staff track complaints through to resolution

Results

- Compliance group now handling three times as many inquiries with one-third the staff
- NetSuite has helped Arbonne reduce its average inquiry backlog by 95%
- Consultants appreciate increased responsiveness by company compliance which demonstrates Arbonne’s commitment to integrity
- Company also using tracking system to identify and optimize trends in field compliance issues

