



**MONDAYCALL**

# NatureWise Creates Customer Engagement Platform Using Salesforce

Fast Growing Natural Supplement Provider Updates Infrastructure to Support New Products and New Markets



## BACKGROUND

NatureWise is a natural supplement company committed to helping people live longer, healthier lives. In addition to creating the finest quality natural supplements, NatureWise has established a world-class customer service team that provides personal, one-to-one support to customers. NatureWise's products help with weight management, heart health, energy, immune system support and a variety of other important health issues.

## CHALLENGES

NatureWise provides a wide range of products available across several Internet-based channels such as Amazon.com. As NatureWise sells through channels, it needed a way to identify and engage deeply with customers to provide superior one-to-one service. The incumbent solution, Ontraport was beginning to be outscaled by the growing business needs. It became increasingly challenging to add new products and new territories while getting workflow support and cohesive reporting. Engaging with customers via email and other digital means was also limiting.

NatureWise needed a platform that better matched its need for deeper engagement with customers at a mass scale. With footprints in the United States, Canada, Germany, United Kingdom and France, NatureWise needed to literally provide world-class service.

Migration to a new system was needed in a tight timeframe. With such a large and growing customer base, everything had to be done as efficiently as possible and with minimal disruption.

naturewise®

## Vital Statistics

- Provider of Natural Supplements
- Headquartered in Ashland, Oregon
- <http://www.naturewise.com>

## Business Challenges

- Current system was limiting NatureWise's growth
- New product lines were being introduced
- International business was growing rapidly
- Reporting was disjointed and cumbersome
- Customer engagement at mass scale was a challenge

## Solution

- Salesforce Sales Cloud was used to automate the customer engagement process
- Data model was set up to handle NatureWise's channel partners and to manage and automate the customer communication and feedback process

## Benefits

- Flexible data model enables the easy addition of new products and new markets
- Process automation enables customized but scalable conversations with customers
- Centralized dashboard reporting provides up to the minute reporting on key metrics
- Scaled to support United States, Canada, Germany, UK, France and future markets

NatureWise was new to the Salesforce platform but they recognized its power to model the business now and scale for future needs. MondayCall was selected by NatureWise to design and configure the system.

The MondayCall team first started by performing a discovery and design in order to understand the key business drivers and to architect a system that best matched current and future needs within the budget allocated. Key to the design was ensuring that the data model was correct. This would ensure a strong base from which to grow from and to make reporting more impactful.

MondayCall also designed and configured the system to support NatureWise's sophisticated customer feedback model. "Understanding the value that our customers are receiving from our products and helping them to spread the word is an important part of our marketing," said Dawn Duran from NatureWise. "There's no better marketing than our customers trying our products and sharing their experience with others – we have a process that helps them do that." MondayCall built a system that shepherds the feedback process at mass scale – starting from emails and leads into the website. NatureWise team members engage with customers in conversations about their products. The conversation provides valuable feedback for the NatureWise team and through the strength of their products and customer service, inspires customers to share their experiences with others.



## BENEFITS

The system launch was smooth thanks to careful planning and leadership. End-user training and support had been led by the NatureWise team with support by MondayCall. Even though the NatureWise team was new to Salesforce, MondayCall took the time to make sure that the NatureWise team had the skills and knowledge to successfully own the solution.

Alf Kaech, the MondayCall team lead noted, "The NatureWise team understands the benefits of training and made the investment to train their team using Salesforce University. In addition, MondayCall took the time to provide supplemental training and mentoring to the NatureWise administrators and project leads which has paid dividends for the project. There were very few support calls post launch and things have run smoothly."

The NatureWise team has been able to scale their ability to have meaningful conversations with their customers. Mass customized emails can be sent in seconds rather than in minutes, which enables more tailored messages to the right people and broader reach. Support for additional languages also helps to manage the growing international customer base. Sophisticated dashboards and reports provide the needed visibility all in one place so that they can run their business more efficiently.

In addition, the strongly designed base has opened up the possibility for NatureWise to take further advantage of the Salesforce platform, including use of a marketing automation tool to reach even more customers more efficiently. In addition, integrations into the website will help provide tighter automation – all future projects on the roadmap that they are well positioned to take advantage of.

"Every customer relationship is a journey and we want to have a conversation with as many of our customers as possible," said David Paul Doyle, CEO of NatureWise. "It helps us to understand our customers better so that we can improve our current products and introduce new products to help them live longer, healthier lives. "

