



# Global Health and Wellness Firm Places Customer Insight First

## About Client

Founded in 2002, Isagenix is a multinational direct sales company that manufactures and distributes a range of science-based health and well-being products. The company seeks to inspire and empower Customers to live their best life through a journey of nutrition, health, and overall wellness.

Described as a lifestyle, Isagenix is guided by 12 core principles that influence the brand's lines of dietary supplements, essential oils, and financial solutions. Key to the continued success of these lines is the high value placed on Customer alignment. In fact, the Isagenix motto is if it's not right for the Customers, it's not right for the company.

## Case Study Summary

Isagenix has an ambitious goal: to create the largest health and wellness company in the world. In order to achieve this, the company's leaders know that customer-centricity is crucial. The Insights team, led by Jeff Kaufman, delivers a demanding research schedule that informs key decisions about product line and category expansion, Customer-engagement strategies, and international opportunities.

The Isalnsights panel, built on the FlexMR InsightHub platform, has enabled a fast turnaround of both qualitative and quantitative research, and has acted as a vital element of the Isagenix voice of Customer programmes. The panel provided valuable Customer insight and helped shape a number of strategic decisions - including the launch of a line of Isagenix essential oils.

**“Working with FlexMR has given my team the flexibility to make important decisions at the speed of business, and stay relevant in a fast-paced market.”**

Jeff Kaufman, Director of Customer and Field Insights

## THE CHALLENGE

As a direct-selling company, staying in tune with the needs of both Customers and sales associates is vital to the continued success of Isagenix. The Isalnsights panel has, for a number of years, been an important factor that has helped Isagenix remain aligned with their Customers.

However, in 2017, Isagenix sought a new research and technology partner who could host and manage the Isalnsights panel in a way that supported the brand's global ambitions. Specifically, Isagenix required greater control of the platform and flexibility of service in order to place Customer insight at the heart of an even greater number of business decisions.

Crucially, the company sought a flexible platform that could enable the in-house team to conduct more research and a partner who could extend and enhance the capabilities of that team during periods of high demand.



## TOOLS USED



LiveChat<sup>MR</sup>



Question Board<sup>MR</sup>



Survey<sup>MR</sup>



Report Card<sup>MR</sup>



Scrapbook<sup>MR</sup>



Forum<sup>MR</sup>



Diary<sup>MR</sup>



Smartboard<sup>MR</sup>

## THE SOLUTION

Isagenix commissioned FlexMR to build a new Isalnsights panel on the InsightHub platform. This iteration included a range of qualitative and quantitative research tools. In addition, FlexMR has provided management and insight delivery services.

The flexible nature of this relationship has allowed Isagenix to easily conduct agile, survey-based research in-house whilst utilising the experienced FlexMR team to support both the health of the panel and qualitative tasks.

This has helped enable Isagenix to fulfill their commitment by putting Customer voices at the heart of every decision.

**"The flexible service gives us the option to easily programme our own surveys for times we need quick insight. We still rely on the FlexMR research team to provide deeper insights for qualitative projects."**

Jeff Kaufman, Director of Customer and Field Insights

With access to a diverse range of tools, Isagenix has been able to combine the advantages of qualitative and quantitative data, allowing the research team to delve

into the deeper reasoning behind the responses platform members provided.

Focus group tools Live ChatMR and Question BoardMR have allowed Isagenix to interact with Customers directly, asking questions centred on new product ideas and how to best help distributors become more effective in presenting and selling existing products.

**"The FlexMR team is always accessible and very responsive despite the time differences. They are always available to provide assistance with our larger-scale projects."**

Jeff Kaufman, Director of Customer and Field Insights

Isagenix participants have always been ready to provide detailed insight when needed. The online qualitative tools, SmartboardMR, ScrapbookMR, DiaryMR, and ForumMR, gave Isagenix firsthand insight into their Customer's daily lives.

This has helped the company learn more about the habits of their existing Customers and find gaps in the market for potential new product development.

## THE RESULTS

**"Integrating VoC is vital to making smarter decisions. FlexMR has provided the tools that allow us to make the best decisions for our customers."**

Jeff Kaufman, Director of Customer and Field Insights

Informed by insight from the panel, Isagenix took the decision to release a new line of essential oils in August 2018. Named Essence, this new line was designed and developed in accordance with the consumer insight provided from a number of successive research projects.

Isagenix has also explored other product development opportunities by recording Customer habits and sharing the findings with the Isalnsights panel.

As Isagenix continues to grow, Isalnsights - built on the FlexMR InsightHub platform - will continue to inform strategic decisions.

Want to find out how our enterprise-grade research platform could help your organisation make informed decisions at speed? Call our friendly team on +44 (0)15395 65455, or send an email to [enquiry@flexmr.net](mailto:enquiry@flexmr.net) for more information.

**flex<sup>MR</sup>**