

RODAN + FIELDS HELPS CONSULTANTS DELIVER COMPELLING CUSTOMER EXPERIENCES WITH DOCURATED

She's the friendliest neighbor on the block, the chicest mom at school, the Spin-class regular with glowing skin. The Rodan + Fields (R+F) consultant has something she wants to tell you – and it's not just about face cream.

When Ralph Loura joined R+F as CTO he inherited a labyrinth of file-share, cloud storage, CRM, local drives, intranets, wikis and mobile apps all hosting content for the firm's sales force of 100,000 independent consultants who sold directly to customer. R+F, based in San Francisco, sells anti-aging creams, vitamin D supplements and other health and beauty aids.

The company's mission was to use technology to increase social selling, boost consultants' productivity and "give skincare buyers access to a virtual dermatology experience." However, consultants in the field were drowning in a flood of messaging, product and sales training information, and the leading prestige skincare brand and social commerce company was showing their first signs of deceleration.

■ The Challenge

With responsibility for growing the brand through technology, Ralph and team needed to deliver a simple-to-use experience that would facilitate compelling customer and consultant experiences. Ralph knew from experience that a rip and replace option or rolling out yet another document management system would not be successful.

■ Why Docurated?

In less than two weeks Docurated was deployed as a content intelligence layer with a completely customized user interface on top of R+F's existing document storage, email and CRM systems. Docurated allowed marketing and enablement to see and understand everything about R+F's content and gave consultants a "single source of truth" so they could have precise customer interactions.



ADVANTAGES

- **Fast adoption:** The platform is intuitive and doesn't require a lot of training, which allowed consultants to get comfortable with Docurated from just a 15-minute intro video session.
- **Easy to use:** A highly visual interface makes it easy and quick for consultants to browse for product information.
- **Results:** Docurated empowers R+F consultants like Suzanne to tell a tailored story that makes them more trusted when it comes to customers' health and beauty.

■ Results

Docurated empowers R+F consultants like Suzanne to tell a tailored story that makes them more trusted when it comes to customers' health and beauty.

With an intuitive browsing experience and world-class search functionality, consultants can quickly find what they are looking for. Consultants share videos and documents directly from Docurated or save documents to your favorites or even to a mobile device to reference later or in situations where internet access is not available.

Faster onboarding

Consultants became 25% faster.

Reduced sales support costs

Consultant calls to sales support have declined by 71% since Docurated was implemented.

Positive experience

98% of attendees of a R+F consultant's event stated they had a positive, personalized experience and would recommend it to a friend.

Visibility

Docurated gave management complete visibility into what content was used by consultants – including how it was presented to clients, and the outcomes of those presentations.

Productivity

R+F CIO Ralph Loura reported, "There is no way our consultants can perform their jobs without Docurated."



"DOCURATED HELPS ME HONE THE NARRATIVE OF MY OWN RODAN + FIELDS STORY. THIS HELPS ME FORM A PERSONAL CONNECTION WITH MY CUSTOMERS."

– SUZANNE MEYNS, R+F CONSULTANT



ABOUT QUARK SOFTWARE INC.

Quark Software Inc. develops a content automation platform that helps large organizations streamline the creation, management, publishing and delivery of business-critical content. Our solutions automate the process with reusable Smart Content components that can be dynamically assembled and delivered with precision in any format and to any channel — web, tablet, mobile, print, and more. As a result, leaders in industries such as finance, manufacturing, energy, and government can reduce costs, save time, improve consistency and make their content brilliant.

To find out more about Quark Enterprise Solutions visit www.quark.com

Denver | London | Hamburg | Mohali | Dublin | New York

©2018 Quark Software Inc. All rights reserved. Unauthorized use and/or reproduction are violations of applicable laws. Quark and the Quark logo are trademarks or registered trademarks of Quark Software Inc. and its affiliates in the U.S. and/or other countries. All other marks are the property of their respective owners. RFDSS_US