

Apty Helps Mary Kay Empower more than 3 Million Global Consultants with Digital Onboarding and Training



Customer: MaryKay

Customer Profile:
Mary Kay is a global direct-selling company of personal beauty products with a strong focus on empowering women and enriching the lives of families around the world.

Target Application:
Salesforce

Use case:
Streamline onboarding and training across the organization

Industry Vertical:
Retail Cosmetic

As a direct selling company, Mary Kay relies on a global network of representatives to sell its products. These representatives are independent contractors who purchase products directly from the company and sell them to their customers. Mary Kay's representatives are critical to the company's success, as they serve as the primary link between the company and its customers.

To ensure that its representatives are equipped with the necessary knowledge and skills to sell its products effectively, Mary Kay has developed an extensive training program. However, with representatives located all around the world, delivering this training can be challenging. Additionally, Mary Kay's website serves as a critical point of contact for its customers, and the company needed a solution to reduce the number of support tickets raised by end-users while navigating the website.

To address these challenges, Mary Kay turned to Apty, a digital adoption platform that provides training and guidance to endusers directly within the software they use. The implementation of Apty has allowed Mary Kay to deliver training to its representatives worldwide and reduce the number of support tickets raised by end-users on its website. This has helped to improve the overall customer experience, boost sales results, and ensure that Mary Kay's representatives are well-equipped to sell the company's products.

The Solutions and Benefits:

Apty is a leading enterprise Digital Adoption Platform, which empowers organizations in accelerating their Change Management and Digital Transformation initiatives through its cutting-edge technology. Its successful deployment at Mary Kay has provided significant benefits to the company, making it a valuable addition to its technological ecosystem.



Mary Kay deployed Apty to digitally onboard and train their representatives worldwide using Salesforce Community and Commerce pages.



Apty helped in creating targeted and personalized training content in 15 languages across 24 countries, reducing enhancing the customer experience.



Internal support tickets raised by end-users got decreased significantly, resulting in less waiting time and more time spent on product purchases.



Apty's implementation increased productivity by reducing the time spent on support tickets, allowing the internal team to focus on other essential tasks.

Overall, Apty's solution helped Mary Kay to enhance their digital capabilities, improve customer experience, and increase overall sales results.

**Get Most of Your Enterprise
Tech Stack with Apty.**

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