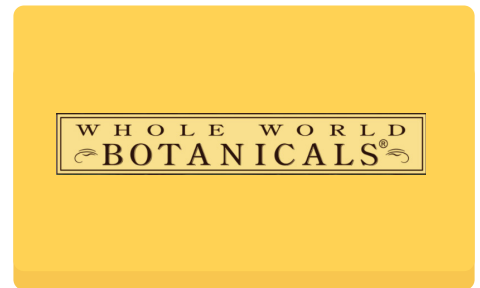


Whole World Botanicals Scales Demo Program and Increases Retail Footprint by 80%

ABOUT WHOLE WORLD BOTANICALS

Whole World Botanicals (WWB) is a pioneer in therapeutic botanical concentrates, extracts, teas and specialty products. Sourcing directly from the Peruvian rainforest and the Andes mountains, the company was the first to introduce Maca Root, a natural hormone balancer, to the U.S. market back in 1995.



The Challenge

WWB was faced with a multitude of administrative challenges that prevented efficient execution of field marketing events. "Things fell through the cracks all the time," said Teresa Barrington, National Trainer and Training Manager at Whole World Botanicals. Brand Managers (BMs) resorted to managing their events and Brand Ambassadors (BAs) with disconnected, complicated excel sheets. There was no way for BAs to track their payments. To make matters worse, some events never even came to fruition because of lack of accountability and controls. As a result, WWB spent more than 30 hours per month on reporting alone and despite all the work, the reports did not include accurate sales information.

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The Solution

Promomash provided a complete system for WWB to manage all BA and BM activities in one place. BAs could now provide required documents, invoice, and complete post-event reporting while BMs could track completion of events and effectively measure their success.

- The BA check-in/check-out feature enabled WWB to **track timely attendance** to scheduled events.
- Mandatory BA post-event reports fed critical sales information and feedback to WWB to **enable informed decisions**.
- BA training and administrative **processes were streamlined**, saving time and improving efficiencies.
- Automated charts and **advanced analytics replaced** complicated Word documents and Excel sheets for post-event reporting.

Results

Since onboarding with Promomash in 2016, Whole World Botanicals has managed over 2,300 events and continues to use field marketing as a major driver of sales and marketing success. As a result, the company has been able to expand its retail presence by 80%, all while slashing their demo budget by increasing event management and reporting productivity. In one year alone, WWB has saved 240 hours in labor costs and was able to increase sales by 30-40%.

“There are more efficient ways to do things and sometimes it’s easy to get stuck in old ways,” said Barrington. “By being open minded, we found that Promomash improved and enhanced our processes. Now, there are no cracks.”

