



Transforming field  
experience:  
How Truvy increased  
individual associate  
revenue by

**38% in  
3 months**



# The Challenge

- Creating a digital-first, integrated field experience streamlining outreach, customer care and content in a single intuitive solution.
- Transforming customer experience with just-in-time personalized support and exceptional care from new and existing Truvy associates.
- Enabling the field with a customer-centric solution that creates habit-forming, duplicatable processes for leaders and their downline leveraging field data around outreach, customer interactions, performance levels and content efficiency to gain clarity around the health of the business and key opportunities.
- Launching Penny in under 3 months to accelerate sales during Truvy's "Superbowl" season – the start of the year.



Penny is transforming the way our field does business in particular for new recruits and it's given us the clarity we were seeking from a data perspective.

At Truvy, we pride ourselves on being the best direct sales company to work for, and that means providing our associates with the best tools to succeed. That's what we found at Penny – the app our associates love and partner focused on field success from day one.

– Derrick Raynes, CSO of TruVision Health



# Truvy

HEADQUARTERS

Utah

ABOUT

Leading health and wellness company, offering natural products, like weight loss supplements at affordable prices

SOCIAL



# The Solution

## IMPLEMENTATION

- Truvy worked with Penny to establish core KPIs for the project, focusing on field enablement and customer experience transformation, such as individual associate revenue increase, average deal size increase, churn reduction and app adoption.
- Go live timeline was established to coincide with the beginning of the busiest season for Truvy, enabling new and experienced associates to drive increased revenue with consistent follow up and new product info at their fingertips right in Penny.
- Pilot implementation involved an initial rollout to a group of champions that tested the Penny customer care cycle and provided feedback, making sure Penny matched exactly what the field associates required for a streamlined and intuitive experience.
- Penny project stakeholders at Truvy leveraged Penny's data on the field's progress, content sharing, task completion, top-rated scripts to inform Truvy's strategy on the future promotions and field engagement.

## INTEGRATION

- Seamlessly connecting to DirectScale back office to import customer information, customer profiles and eliminating data entry.
- Integrating customer orders and prior activity into the Penny customer care cycle, initiating new outreach, reconnects and upcoming orders right from Penny.

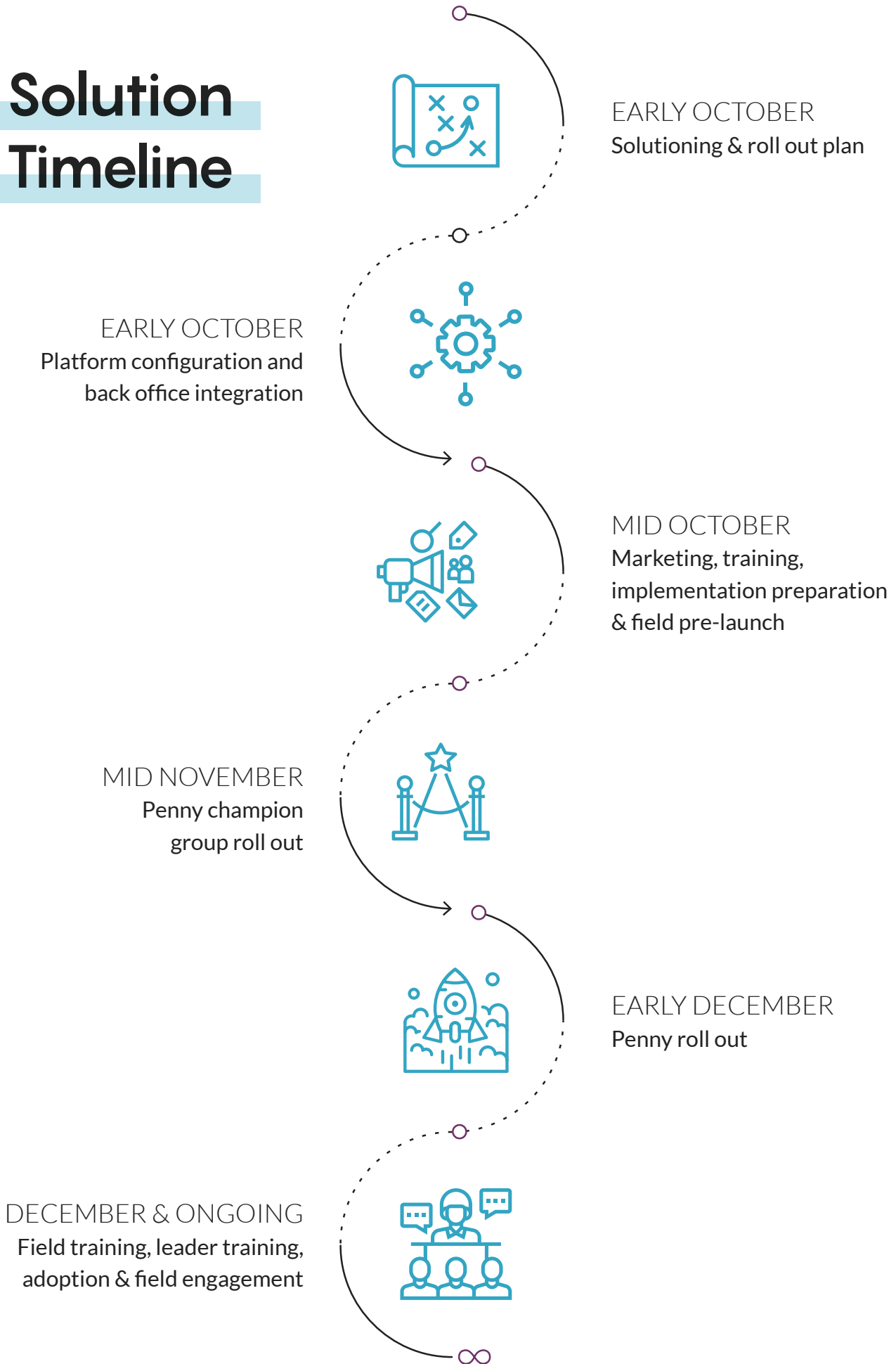


We're working with Penny to create a truly bespoke package that aligns with our innovation plan and supports us as we continue to reach for the stars.

*- Derrick Raynes, CSO of TruVision Health*



# Solution Timeline



EARLY OCTOBER  
Solutioning & roll out plan

EARLY OCTOBER  
Platform configuration and  
back office integration

MID OCTOBER  
Marketing, training,  
implementation preparation  
& field pre-launch

MID NOVEMBER  
Penny champion  
group roll out

EARLY DECEMBER  
Penny roll out

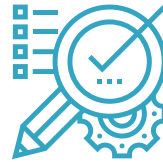
DECEMBER & ONGOING  
Field training, leader training,  
adoption & field engagement

# The Results

In just three months Truvy Penny users saw:



**\$2,010,210**  
REVENUE INCREASE



**132,969**  
TASKS COMPLETED  
In 3 months by 1000 Truvy associates



**60%**  
ENROLLMENTS INCREASE



**2-4 times**  
AVERAGE INCREASE IN  
LEVEL 1 NEW VOLUME POOL\*

\*Not including any recurring volume from accounts created before January 2021 or volume from level 2 and beyond.



Truvy needed an easy to use, company-wide digital solution that synced with their independent business owners' social networks and messaging platforms. It also had to be connected with their DirectScale back office data to improve the experience. Penny checked all the boxes and was easy to integrate!

*– Rodger Smith, CEO and Founder, DirectScale*



# Pillars of Success

## CONSULTANT SUCCESS

- Increased average order & overall sales
- Increased purchase frequency



I really wanted this personal assistant helping me with the daily task and keeping track with it. ...[Penny] helps to organize and keep me accountable, not letting my customers fall through the cracks.

- Cindy Steyn, Truvy Associate



I need Penny to help me balance my responsibilities as a stay at home mom and an online business owner. With Penny I can now implement that balance 🙌  
Thank you so much

- Octovia Jansen, Truvy Associate

## LEADER SUCCESS

- Increased team prospecting volumes
- Enabled visibility into the top and lagging performers

## CORPORATE SUCCESS

- Solution rolled out in time for launch in under 3 months
- 97+% positive field feedback
- Immediate measurable impact on revenue growth and field satisfaction



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- Derrick Raynes, CSO, TruVision Health





Penny AI exponentially increases revenue by enabling and empowering direct sales field consultants and leaders. All while providing corporate teams with the data, insights and pace of innovation for the digital-first future.

**Let us show you how.**

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