



Using Technology to Improve Customer Experience: PAMPERED CHEF LIVE

Measurable Objectives

Hypothesis:

The measurable outcomes for the live events included viewership, % returning guests, revenue from registered guests, and event quality.

Objective:

When guests see products in action and can ask questions and receive answers in real-time, they are more likely to purchase or add more to their orders.

NEED

Pampered Chef® identified an opportunity to better support consultants and create a more consistent customer experience.

Through customer research, Pampered Chef® found that customers want to attend a live event where they can see products in action and ask questions of a product expert.

However, at that time, just 60% of the Pampered Chef® consultants surveyed rarely or never offered a live demonstration as part of their party. The top 3 reasons included lack of time, confidence, or comfort level.

SOLUTION

Pampered Chef® identified the opportunity to ensure every party included a live cooking demonstration. The result was Pampered Chef Live, an exclusive livestream cooking party where guests can see products in action while learning new recipes and cooking hacks. Consultants in the US and Canada can invite their hosts, party guests, and customers to the weekly live event hosted by the Pampered Chef test kitchen, or by independent consultants in their home kitchens.



“A great place to ask questions, get new recipes, and see new products.”

—Live Attendee Feedback



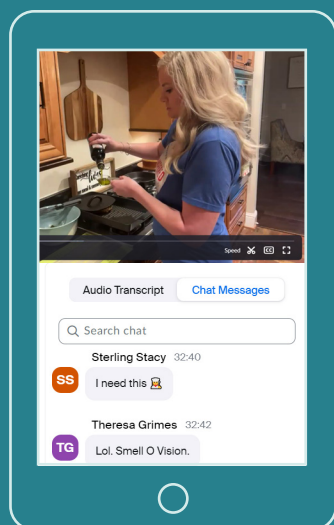
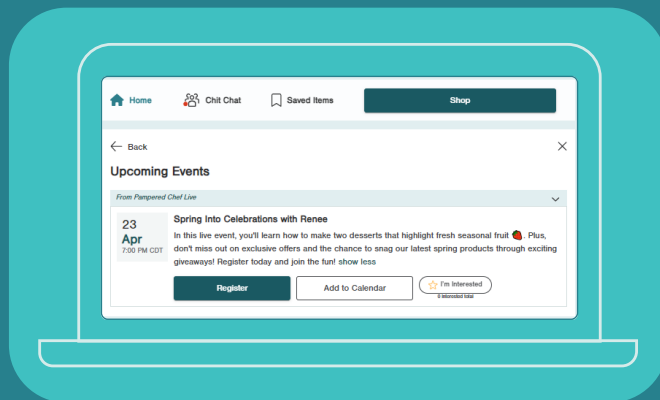
DEVELOPMENT

Pampered Chef Live was built using existing platforms and tools, and using them in new ways to create meaningful experiences that drive results for consultants.

A Zoom webinar license provided the ability to run live events and capture registration, creating the ability to track purchase behavior of guests after the event.

Using Zoom allowed consultants to easily share with customers on social platforms, and through Pampered Chef's exclusive party platform, Table. Within Table, Pampered Chef can promote live events in every party. Consultants can also promote their own live events through an Event Manager tool that allows guests to register for future events, add to their calendars and share their interest.

An iterative design process was used to scale and improve the live events in 2023.



- **Phase 1 (Early 2023) - Proof of Concept**

Pampered Chef® offered one live event each month from its home office test kitchen. Consultants could invite guests through registration links, or through Pampered Chef's exclusive party platform, Table. After each live event, guests received a digital resource including the recipes and products featured.

- **Phase 2 (Spring 2023) - Scaled Events**

A "Live Events" page was added to the corporate website and to consultants' personal websites to drive awareness and make it easier for consultants to share the registration links.

- **Phase 3 (Summer – end of year) - Launched Rebranded Strategy and Grew Adoption**

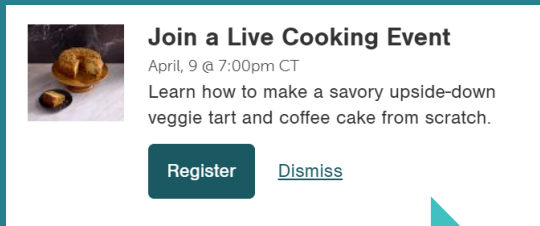
- The concept, originally launched as "Test Kitchen Live", was rebranded to "Pampered Chef Live" to encompass both events hosted at Pampered Chef's home office test kitchen, and events hosted by consultants in their home kitchens.

“So fun and informative. Loved the explanation of the different tools and how easy they are to use in making dishes.”

—Live Attendee Feedback

“I love that I see the products in action!”

—Live Attendee Feedback



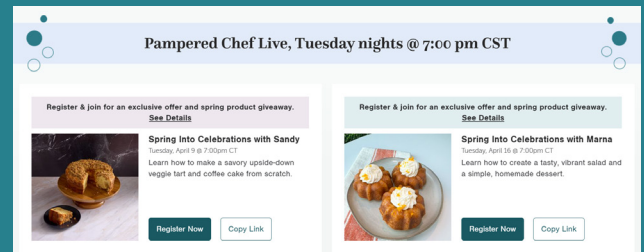
Join a Live Cooking Event
April, 9 @ 7:00pm CT
Learn how to make a savory upside-down veggie tart and coffee cake from scratch.

[Register](#) [Dismiss](#)

- Promotional codes were launched during live events to drive consultant adoption and grow viewership.
- Scaled live events from two times per month to every week to create a predictable cadence for consultants to share with customers.
- Launched website pop-up so anyone coming to the website is immediately invited to the next event.
- Improved the customer experience through a post-event email journey that includes the event replay, digital recipe resource, and a promotional offer to purchase select products at a discount to help drive viewership and purchases.

CUSTOMER EXPERIENCE

- Consultants can guide their customers to the live events webpage to learn more about upcoming events and to register.
- Consultants can also select the “copy link” button to easily share the event with their customers.



Pampered Chef Live, Tuesday nights @ 7:00 pm CST

Register & join for an exclusive offer and spring product giveaway. [See Details](#)

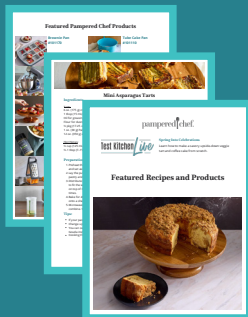
Spring Into Celebrations with Sandy
Tuesday, April 9 @ 7:00pm CT
Learn how to make a savory upside-down veggie tart and coffee cake from scratch.

[Register Now](#) [Copy Link](#)

Register & join for an exclusive offer and spring product giveaway. [See Details](#)

Spring Into Celebrations with Marna
Tuesday, April 15 @ 7:00pm CT
Learn how to create a tasty, vibrant salad and a simple, homemade dessert.

[Register Now](#) [Copy Link](#)



- Registered guests are emailed a digital resource with the featured recipes and products.
- At the end of each event, we invite the audience to join a Discover Pampered Chef® live event on Facebook to learn more about what it's like to be a consultant and answer questions about getting started.



[Click to Visit Site](#)

Business Results

163k+
EVENT
REGISTRATIONS

Viewership:

- ~30% of those registered tune in live
- 100k+ views post-event
- Repeat attendance rate grew from 33% to 50%
- 36% of guests that register from Table, Pampered Chef's exclusive party platform, join the event.

93%
CUSTOMERS
WANT TO ATTEND
AGAIN

Quality of Experience:

- 95% of customers rate the experience “good” or “very good”
- Improved Net Promoter Score (NPS) from 54 to 75

1.5
MORE
ORDERS
PER PARTY

Higher Revenue for parties incorporating Pampered Chef Live:

- Attendees spend ~\$25 more than non-attendees
- About 25% higher average party sales