



2025 DSA Awards | Technology Innovation Category

Lead Lists: AI/ML Lead Recommendation Framework for Direct Selling

MEASURABLE OBJECTIVES

Hypothesis: By applying AI/ML to identify and rank the highest-potential recruiting and hosting opportunities, Lead lists will help consultants focus their outreach on the right customers at the right time, increasing booking activity, recruiting conversions and overall consultant productivity.

Objective: Increase recruiting, hosts, bookings and incremental revenue by turning Pampered Chef's unified customer, consultant, party and engagement data into ranked next-best leads. Replace manual, intuition-driven outreach with AI-ranked, ready-to-act lead lists for recruiting and bookings.

Success measures: new recruits, hosts, bookings, revenue impact, consultant adoption, field usability and repeatable model refresh performance.

THE NEED

Pampered Chef consultants and leaders needed a faster, more reliable way to decide who to contact next for party bookings, hosts and recruiting. Before Lead Lists, outreach decisions depended heavily on intuition, scattered customer lists and manual sorting. That made it difficult for consultants to prioritize high-potential opportunities, especially when customer relationships, party history and engagement signals were spread across multiple systems.

THE SOLUTION

Lead Lists was created as an AI/ML-based recommendation framework that analyzes customer, consultant, party and engagement data, then converts complex patterns into ranked next-best lead lists. The recommendations are delivered directly into consultant and field leader workflows so consultants receive focused, actionable outreach opportunities rather than back-office analytics.

SALESFORCE BENEFITS

- Gives consultants a prioritized list of customers most likely to host or join, reducing guesswork and manual list building.
- Helps field leaders coach teams with clearer, data-backed opportunities for recruiting and booking activity.
- Supports consultants with limited time by directing outreach to leads with stronger relationship, behavior and engagement signals.
- Turns enterprise data into practical daily action, helping consultants grow supplemental income and at-home business opportunities.

Program Impact Snapshot

2,400+
new recruits

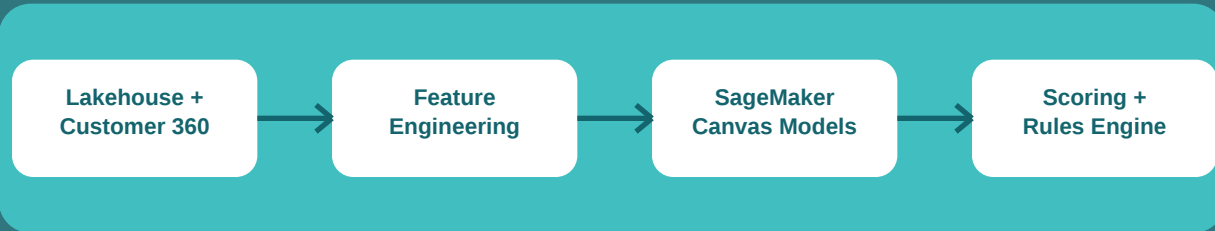
20K+
hosts

25K+
bookings

\$13M
revenue

TECHNOLOGY INNOVATION AND DEVELOPMENT PROCESS

A first production AI initiative that operationalizes recommendations for front-line direct selling activity



Ranked next-best leads delivered into consultant and field leader workflows

RESEARCH AND DEVELOPMENT

- **Opportunity discovery:** Identified that consultants relied on intuition, scattered lists and manual sorting to choose outreach targets.
- **Data design:** Built reusable feature sets from purchase recency/frequency/value, party and hosting history, digital engagement, program participation and consultant-customer relationship strength.
- **Model build:** Used AWS SageMaker Canvas to train and evaluate models predicting likelihood to host or join as a consultant, without a dedicated data science team.
- **Scoring orchestration:** Designed refresh cadences, batch scoring, assignment logic and data flows back into the lakehouse and operational systems.
- **Workflow integration:** Partnered with product and business teams to place recommendations where consultants already work, with useful supporting context and refresh timing.

WHAT MAKES IT NOVEL

- **Company first:** Pampered Chef's first production AI/ML solution driving field operations.
- **Direct-selling specific:** Models account for many-to-many consultant/customer relationships, party behavior, hosting outcomes, team structures and eligibility rules.
- **Operational AI:** Moves AI out of an analytics-only setting and into the daily workflow of thousands of independent consultants.
- **Integrated foundation:** Combines Customer 360, lakehouse data, domain-specific features, Canvas-based modeling and production lead delivery as one repeatable framework.
- **Governed and explainable:** Incorporates contact policies, assignment rules, consent considerations, privacy controls and simple business explanations that build field trust.

CREATIVE APPROACH TO THE BUSINESS PROBLEM

Lead Lists improves upon traditional reporting by changing the question from “**what happened?**” to “**who should I contact next?**” Instead of requiring consultants to interpret dashboards or manually combine customer activity, party history and engagement data, the framework automatically translates those signals into prioritized action. The program is creative because it applies AI/ML to the relationship-driven direct selling model, where the best lead is determined by a combination of customer behavior, party context, consultant relationship and business rules.



FIELD ROLLOUT, EVALUATION AND BUSINESS RESULTS

Results show that the program supports the original need: better prioritization for recruiting and booking activity

FIELD ROLLOUT

Lead Lists was designed as a practical field tool, not a standalone analytics experiment. The program was embedded into consultant and leader workflows so recommendations could be used immediately for outreach, coaching and follow-up. The implementation focused on simple presentation, useful lead context and recurring refreshes so consultants could make the lists part of normal business activity.

PROCESS USED TO EVALUATE SUCCESS

- Tracked recruiting, host, booking and revenue outcomes after launch.
- Compared model outputs with historical outcomes and business expectations before production use.
- Reviewed adoption and usability through field/product feedback and business stakeholder review.
- Monitored refresh reliability, assignment logic and governance controls so lead delivery remained repeatable and trusted.

BUSINESS RESULTS

2,400+
new recruits

20,000+
hosts

25,000+
bookings

\$13M+
revenue

These results demonstrate measurable impact across recruiting, booking activity and company sales performance.

COMPANY, SALESFORCE AND REPUTATION IMPACT

- **Sales:** Estimated approximately \$13+ million in incremental revenue through AI-prioritized recruiting and booking opportunities.
- **Recruiting:** Contributed to more than 2,400 new consultant recruits by identifying customers with stronger likelihood to join.
- **Bookings and hosts:** Supported more than 20,000 hosts and about 25,000 bookings, strengthening the party-based growth engine.
- **Reputation:** Established Pampered Chef as an AI-augmented direct selling organization and created a reference architecture for future AI use cases in marketing, field operations and customer engagement.

HOW THE RESULTS SUPPORT THE OBJECTIVE

The original need was to help consultants move from manual guessing to focused, data-backed outreach. The outcomes support that objective because the framework produced measurable gains in the exact areas it was designed to influence: recruits, hosts, bookings and revenue. Lead Lists also improved the consultant experience by making advanced analytics accessible as a simple prioritized list, allowing consultants and leaders to spend more time on meaningful outreach and coaching instead of list preparation.

Nomination Summary: Lead Lists is a novel, production AI/ML recommendation framework tailored to direct selling. It converts unified customer, consultant, party and engagement data into ranked outreach opportunities, operationalizes AI for field consultants, and has delivered major measurable impact in recruiting, bookings and incremental revenue.