



“Our work-at-home consultants are busy and hard to engage. With INXPO, we created BeYOUtiful, our online portal for on-boarding, training, leadership communications, and community best practice sharing.”

- Camillo Velez, Digital Strategy Manager, JAFRA

Who is JAFRA

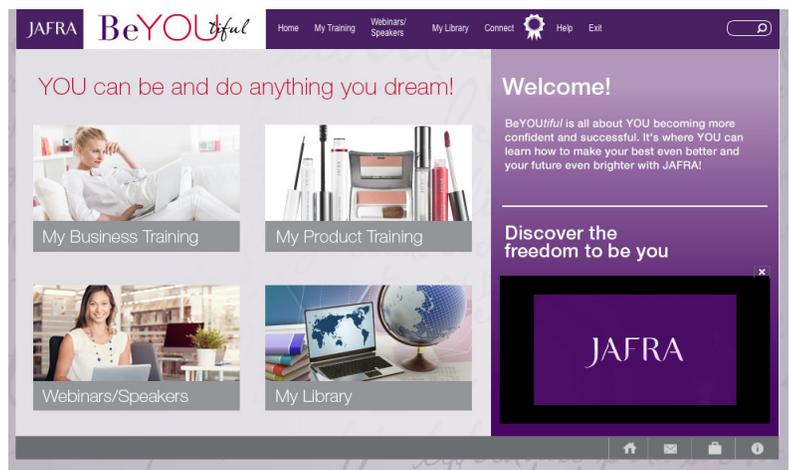
For over 50 years, JAFRA Cosmetics has been transforming women's lives with innovative, quality skincare products and exceptional career opportunities. The JAFRA concept has proven to be a win-win venture. JAFRA is committed to offering the best professional opportunities to their independent consultants around the world. JAFRA has empowered more than 60,000 beauty consultants in the U.S. to enjoy financial and professional independence. To continue educating, empowering, and engaging with their consultants, JAFRA began searching for a digital solution to bring their consultants together in a meaningful way without dedicating more time and money to traveling.

Goals

- > Provide a single digital destination to help consultants learn and grow their businesses without having to leave the comfort of their home
- > Create accessible video content for consultant training on a continual basis beyond the physical classroom, and face-to-face meetings
- > Empower consultants with tools, workshops, mentoring, community support, and best practice sharing to expand their business skills

Approach

After looking at over 30 other solution providers, JAFRA partnered with INXPO to build an onboarding, training, and community platform that would engage their consultants beyond physical boundaries. Working with INXPO's learning strategy team, JAFRA was able to take the content they already used in a physical setting and create multiple learning tracks within the platform in bite sized pieces for consumption covering business strategy products and leadership topics.





“BeYOUtiful” has been well received by our consultants. Training and networking not only helps new but established consultants improve their business.”

- Camillo Velez, Digital Strategy Manager, JAFRA



The platform includes on demand, and live video webcasts, a resource directory and a community where consultants can interact, learn, and host their own meetings to continue empowering each other. BeYOUtiful is available in English and Spanish, and soon will be launched in Russian.

Results

JAFRA announced the launch of the BeYOUtiful platform at their annual conference and received an overwhelming positive response from consultants who are eager to use the new training and community tool to support and propel them further in the organization and in their own business.

2,000+
unique visitors log into the BeYOUtiful platform each month for training

60+
minutes of content are consumed by consultants on an average login

800+
consultants register for the BeYOUtiful platform in an average month

24
business and product modules available through the BeYOUtiful platform