QD Quark Docurated

Client:	Skincare Products Company
Industry:	Cosmetics Distribution
Use Case:	Sales & Marketing Content Intelligence
Country:	United States

SKINCARE PRODUCTS COMPANY

Skincare Products Company Helps Consultants Deliver Compelling Customer Experiences with Docurated

The incoming CTO inherited a labyrinth of file-share, cloud storage, CRM, local drives, intranets, wikis and mobile apps all hosting content for the firm's sales force of 100,000 independent consultants who sold directly to customer. The company is based in San Francisco and sells anti-aging creams, vitamin D supplements and other health and beauty aids.

The company's mission was to use technology to increase social selling, boost consultants' productivity and "give skincare buyers access to a virtual dermatology experience." However, consultants in the field were drowning in a flood of messaging, product and sales training information, and the leading prestige skincare brand was showing their first signs of deceleration.

The Challenge

With responsibility for growing the brand through technology, the CTO's team needed to deliver a simple-to-use experience that would facilitate compelling customer and consultant experiences. They knew from experience that a rip and replace option or rolling out yet another document management system would not be successful.

Why Docurated?

In less than two weeks, Docurated was deployed as a content intelligence layer with a completely customized user interface on top of the company's existing document storage, email and CRM systems. Docurated allowed marketing and enablement to see and understand everything about their content and gave consultants a "single source-of-truth" so they could have precise customer interactions.

Advantages

- **Fast adoption:** The platform is intuitive and doesn't require a lot of training, which allowed sales consultants to get comfortable with Docurated from just a 15-minute intro video session.

- **Easy to use:** A highly visual interface makes it easy and quick for consultants to browse for product information.

- **Results:** Docurated empowers consultants to tell a tailored story that makes them more trusted when it comes to customers' health and beauty.

With an intuitive browsing experience and world-class search functionality, consultants can quickly find what they are looking for. Consultants share videos and documents directly from Docurated, or save documents to their favorites or to a mobile device to reference later, even in situations where internet access is not available.

Faster onboarding – Consultants became 25% faster.

Reduced sales support costs – Consultant calls to sales support have declined by 71% since Docurated was implemented.

Positive experience – 98% of attendees of a consultant's event stated they had a positive, personalized experience and would recommend it to a friend.

Visibility – Docurated gave management complete visibility into what content was used by consultants — including how it was presented to clients, and the outcomes of those presentations.

Productivity – The new CIO reported, "There is no way our consultants can perform their jobs without Docurated."

"Docurated helps me hone the narrative of my own story. This helps me form a personal connection with my customers."

– Skincare Sales Consultant

Quark

If a quark – in science – is the basis for all matter, then Quark – the company – is the basis for all content. The company revolutionized desktop publishing and today provides content design, automation and intelligence software for end-to-end content lifecycle management. Customers worldwide rely on Quark to modernize their content ecosystems so they can create complex print and digital layouts, automate omnichannel publishing of mission-critical documents, and analyze production and engagement insights for the greatest return on their content investments.