



A cloud-based, enterprise solution for conference calls and webcasts of any size.

Cinchcast. Connect, Simply.

Case Study

Mary Kay improves sales education and sees record-breaking event participation with Cinchcast



Mary Kay is one of the world's largest direct selling companies with more than \$3 billion in annual wholesale sales worldwide. Today more than 2.4 million

people of all backgrounds are enjoying the advantages of being Mary Kay Independent Beauty Consultants. Mary Kay's high-quality skin care and color cosmetics products are sold in more than 35 countries around the world.

Challenge

Mary Kay conducts monthly virtual-event education to provide information and inspiration to its global independent sales force. To enhance their education, Mary Kay provides an interactive event to listen, learn, ask questions and share best practices.

The Mary Kay Corporate sales education team in Dallas was experiencing several key challenges with the solution they were using to host and manage these events.

“We were looking for alternative technologies to streamline our event production and management, enhance our overall sales education experience, and improve event participation, Cinchcast’s solution provided us with an opportunity to do this.”

Michelle Saucedo, Sr.
Instructional Designer at
Mary Kay

For more information, please contact: Phone: (646) 478-0800 Email: sales@cinchcast.com

Mary Kay Case Study: Challenge, cont'd.

Challenges included:

- Attendee limits were hindering the team from scaling the events
- The audio conferencing platform did not allow them to screen callers or effectively manage Q&A
- Including slides meant requiring their audience to download a plug-in
- Archives of meetings required download and were not protected behind a firewall
- The team was unable to get a comprehensive view of event participation as registration was not available for audio-only participants

"We were looking for alternative technologies to streamline our event production and management, enhance our overall sales education experience, and improve event participation," said Michelle Saucedo, Sr. Instructional Designer at Mary Kay. "Cinchcast's solution provided us with an opportunity to do this."

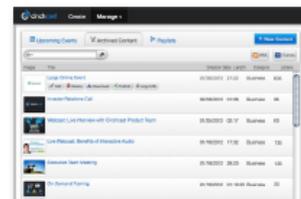
Solution

Mary Kay leveraged the patented, cloud-based Cinchcast Connect platform to host and manage an interactive event for their sales force.

With a click of a button, Mary Kay was able to launch their event. The Connect solution provided them with the conference bridge, a simple Q&A management console, the ability to include slides, and registration for all event participants, through one browser-based solution.

Participants were able to join and participate in the event on the phone or via the online web stream, and they did not need any special plug-ins or downloads.

"The Cinchcast platform is very easy to use, we were able to easily produce the event, manage call flow and participant questions, and monitor and track event participation online and on the phone," continued Michelle Saucedo.



Mary Kay Case Study: Results

The Cinchcast Connect platform enabled the Mary Kay Sales Education Team to easily and cost-effectively produce and manage a successful interactive training event for their sales force.

With the Cinchcast solution in place, the event:

- Attracted a record number of attendees
- Was simple for the Mary Kay team to produce, manage and track
- Was easy for participants to join and interact
- Included slides for the first time
- Featured superior audio and visual quality

“Cinchcast improved our sales education event on several fronts. It made producing it easier, participating easier, AND we saw record attendance,” stated Michelle Saucedo.



Cinchcast (www.cinchcast.com) enables companies to connect and communicate with the people that are most important to their business, while saving time and money. Cinchcast Connect, a patented, cloud-based platform, powers conference calls and webcasts for the leading companies in the world. By streamlining and simplifying the event, meeting and content creation process, Cinchcast helps executives, marketing and communications professionals, meeting and event planners, HR leaders, content creators, and online training specialists enhance their internal and external communications.

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