



Scentsy



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Case Study: Scentsy



The Customer

Scentsy, Inc., the fastest growing consumer products company in the United States last year according to Inc. Magazine, is an Idaho-based direct sales company offering a variety of home fragrance products.

In 2009, Scentsy was awarded the Direct Selling Association's first ever Rising Star Award. Scentsy is projecting sales of \$600 million for 2011 from its more than 110,000 active Consultants across North America, the UK, and Germany.

Their Challenge

As 2010 was drawing to a close, Scentsy had gained significant market share in North America; the logical next step was to open new markets in order to continue their growth. Europe was the next stepping stone, however this new market opportunity also brought forth new payment challenges.

Scentsy already had two different payment systems in place to accommodate the USA (prepaid USD cards) and Canada (CAD direct deposit / EFT). Adding a third or fourth system was not an attractive option. The commission payment process was already becoming complex and Scentsy knew that the best way to grow was to simplify the process and look at making it scalable.

The company had an interesting philosophy with respect to international expansion; they wanted to provide payments in local currencies, and they were focused on delivering a payment service that was in line with their new Consultants' expectations, as opposed to utilizing pre-existing systems better suited for other markets.

From an administrative perspective, while it may have been simpler to send their prepaid USD cards into their new European markets, they realized that in order to maximize Consultant retention and deliver the best possible direct selling opportunity, they were going to have to consider more innovative approaches to delivering commission payments.

Why Scentsy Selected hyperWALLET

After initial conversations, it was clear that simplicity was a core value common to both organizations.

Scentsy appreciated that with a single integration to the hyperWALLET platform they could utilize all of the most popular payment options available: prepaid cards, direct deposit transfers, and even cash pickups. What made the solution even more attractive was that it was a multi-currency platform and Consultant-maintained (meaning that the payment delivery method was a choice made by the Consultant).

With hyperWALLET's global payment solution, Scentsy would no longer need to collect Consultant banking details or payment preferences. Instead, moving forward Consultants would be able to manage their own payment preferences through a Scentsy-branded Pay Portal and / or Scentsy-branded mobile app.

The Transition

Within three months of engagement, hyperWALLET rolled out a secure, dedicated Scentsy-branded Pay Portal and distributed over 70,000 Scentsy branded prepaid Visa commission cards for USA-based Consultants.

hyperWALLET provided a dedicated toll-free number for support and by using a metered mail-out schedule, were able to maintain a consistent level of customer service and satisfaction throughout the transition to the new 100% electronic payment service.

hyperWALLET customized activation flows and provided automated cashout options in order to make it easy for Consultants to choose the best payment configuration for them. The Pay Portal was also localized in multiple languages and as a result the customized FAQs, videos and step-by-step instructions helped to make the transition a smooth and simple process for all parties, across multiple regions.

The Result

Today, Scentsy can expand into new countries quickly and cost-effectively, without adding payment complexity. Consultants have the ultimate in payments choice and flexibility, while the administrative burden on Scentsy's commission team has been significantly minimized.

Thanks to hyperWALLET, Scentsy can now concentrate on bringing the Scentsy experience and business opportunity to new Consultants in the European Union and beyond -- all through a single, unified, 100% electronic global payment solution.

Scentsy Pay Portal: How It Works



Tell us who you want to pay.
No more different file formats; utilize 20+ currencies to reach 50+ countries via submission of a single file.

Payment Portal is self-maintained; take the burden of maintaining bank details off of your admin staff. hyperWALLET manages exceptions, returns & rejects.



Commission file upload (.CSV or .XLS) containing Scentsy Consultant payment details & data.



Wire of commission payments to hyperWALLET funding account. Payments are credited to Scentsy Consultant Pay Portal accounts.



Direct Pay funds deposited to Scentsy's bank accounts.

Scentsy Pay Portal
Access through web browser, mobile applications and more.



Reduce the cost of Merchant Credit Card fees by using Direct Pay.



Direct Pay enables Scentsy Consultants to pay for goods using their bank account and/or funds in their Pay Portal.

Cash Out



Branded Prepaid Card



Direct Deposit Payment



Western Union Cash Pickup



Paper Check Management



Scentsy Consultants

Utilizing the branded Pay Portal, Scentsy Consultants may choose from a wide variety of cash-out options or use commission payments to purchase more products from your online shopping cart.

Commission notifications can arrive via email or TXT/SMS messaging.



Training and Marketing Material

hyperWALLET will provide training for your team and tools to drive adoption (Video, FAQs and User Guides) for managing Q&A on the service.



About *hyper*WALLET

*hyper*WALLET delivers secure, global-grade payment technologies to organizations who require a simplified way to access or leverage the global financial network.

Since 2000, we have become a leading provider of online and mobile payment, international payments, card products and financial technology solutions to world-class customers in Canada, the U.S. and internationally.

With hundreds of customers (including more than 200 credit unions) that touch millions of users, our clients span numerous sectors including financial services, business and government.

As a leading-edge payments technology company committed to your needs, you can count on *hyper*WALLET to deliver the solution you need, the way you need it, when you need it.

Our Philosophy

Innovate, Partner, Deliver.

These three words form the basic core of our company. It's what we do best, and it's how we empower your organization to connect to and leverage the global financial network.

Innovate

Innovation is a factor in everything we do. We are continually refining, enhancing, and evolving our global-grade payment platform in order to better serve you, our clients and your customers. We're also adept at thinking outside the box, helping organizations realize and develop innovative new business and revenue opportunities through strategic partnerships.

Partner

We have a history of partnering with top-tier, world-class organizations thanks in part to our technology, history, and expertise in the payments industry. Through these mutually beneficial, sustainable and profitable partnerships, we ensure satisfying your requirements always remains our number one priority.

Deliver

We deliver on our promises and go the extra mile for all of our clients. We are proud to provide high-quality payment solutions, and we work with you every step of the way to integrate, deploy, and support our technology.

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