



# Connecting a Global Network in Over 100 Countries

Amway is a consumer products company that has been around since 1959 and operates in over 100 countries and territories. Amway Business Owners (ABOs), the Amway direct selling network, offer brands like NUTRILITE™, ARTISTRY™, and eSPRING™, in a total offering of more than 450 health, beauty, and home products.

With more than 3 million ABOs worldwide, Amway wanted to give those distributed team members a place to share feedback, suggest new product ideas, recommend winning strategies and more. The solution was The Voice, a crowdsourcing community to capture ABO ideas and opinions, so there's no question about what they need.

The goal was to have ABOs from 50% of Amway markets register on the platform. Amway greatly exceeded this goal with 88% of Amway markets having registered ABOs on The Voice. That means that ABOs from over 100 countries and territories, speaking over 60 languages shared ideas and insights that help drive the Amway innovation. So how did they learn about The Voice? Amway launched a multi-channel communications strategy that included:

- Social media
- Print promotion
- A promotional video that was the number one digital asset that drove registrations
- Events & meetings to let people know about The Voice
- Digital promotion on the company's website and intranet
- Email. You can see sample email copy below:

### 1. Have you joined The Voice yet?

Ideas are coming in from Amway Business Owners around the world! Amway Business Owners from around the world are posting their ideas on The Voice. Do you have the next big idea?

Visit [thevoice.amway.com](http://thevoice.amway.com) and tell us about it!

### 2. Do you have a great idea for Amway?

We want to hear about it! Join The Voice, our NEW online ABO community that lets you share ideas, comment on others and vote for the best. Thousands of ABOs are already there – join them and make your voice heard.

Visit [thevoice.amway.com](https://thevoice.amway.com)

But how do ABOs from 100 countries and territories collaborate? **Amway supports 12 languages and have a team of in-market translation moderators utilizing IdeaScale's unique translation workflow to verify and edit translation on ideas, comments, and moderator responses on a daily basis.** This investment allows for true global collaboration and ideation.

**Another goal was to have 10% of all registered ABOs actively participating and they exceeded that goal, as well, with 37% of ABOs either commenting, voting, or submitting ideas.**

Moderators engage with ABOs by sharing comments and moving ideas on a weekly basis. ABO comments are human translated into English daily so moderators can clearly understand the idea and moderator responses are human translated as well.

Amway noted the high level and quality of participation with over **9,000 votes and 1,800 ABO comments on 780 ideas.** Due to their translation strategy, moderators are able to engage with ABOs because they can easily understand what ABOs are saying in their ideas and respond appropriately.

Many of those ideas have progressed into implementation and will become new Amway realities.

The initial target for the first day was to have at least 150 employees sign up in the town hall event, Dick's Sporting Goods far surpassed that number with **306 users and 14 submissions**. At the end of the challenge which was 3 weeks, Dicks' Sporting Goods reported **533 employees signed up and 66 idea submissions**.

"As a team, we were blown away by the response from employees," said Kimberly Bikowski, Product Development Innovator at Dick's Sporting Goods, "After our first challenge closed, people who were in the top 5 received a \$25 gift card to a place of their choice which was announced. This type of low investment hype was what started other people asking when the next challenge would occur. We just completed our second challenge and went from **533 users to 747 users and ended with 58 unique concepts**."