

 Amway

## Industry:

Retail

## Technologies:

**ORACLE**  
BUSINESS INTELLIGENCE

**ORACLE** Gold  
Partner



## Customer

Amway is one of the world's largest direct sales companies and offers a variety of products, primarily in the health, beauty and home care markets. The privately held company has brands that include Nutrilite vitamins, mineral and dietary supplements, Artistry cosmetics and eSpring water filters. Amway conducts business through affiliates in more than a hundred countries and territories around the world.



## Challenge

Amway's goal was to improve its customer experience and further enhance its ability to deploy marketing programs and loyalty promotions across multiple regional affiliates. Amway had selected Siebel Marketing as its global campaign management platform and Siebel Loyalty as its global loyalty management. They implemented a roadmap for rolling out Siebel and BI globally while simultaneously decommissioning some legacy systems. Amway was able to leverage some of their existing CRM and BI investments in achieving their objectives.



## Solution

Eagle Creek has collaborated with Amway's internal team in promoting multiple Siebel/BI releases a year into the production environment. These releases include a variety of enhancements and application extensions. During this period, Eagle Creek helped Amway improve the experience for its customers and agents, promoting greater loyalty and retention. Amway has been able to manage its budget by combining existing and newer technologies, as well as using Eagle Creek's unique U.S. Onshoring model, which blends onsite with offsite (but onshore) consultants located at our U.S. Technology Centers.

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Since December 15, 2020, Eagle Creek is part of Atos.

Contact our sales team at <https://www.eaglecrk.com/contact-us>