The Sky is the Limit

A Rodan + Fields and Exigo Success Story

In the dynamic landscape of direct selling, the partnership between Exigo and Rodan + Fields is a compelling story of innovation, collaboration, and strategic growth. This success story explores the multifaceted relationship between a pioneering skincare and haircare company and a cutting-edge direct selling platform.

This story offers a glimpse into the decision to move away from commissions on a legacy homegrown platform as shared by the Rodan + Fields team *of Steve Dee, Chief Information Officer, Steve McCarthy, VP of Finance, Corporate Controller, and Calli Mott, Senior Director of Business Execution*. Key takeaways include:

- **Buy vs Build:** Maintaining and enhancing systems can be more efficiently handled by a third-party platform.
- **Precision and Adaptability:** Highlights the importance of flexibility, responsiveness, and collaboration and Exigo's swift response to ideas or issues.
- **Quantitative and Qualitative Metrics:** Success comes through tangible metrics for speed and accuracy, and intangible assets such as industry expertise and strategic guidance.
- **Future-Forward Vision:** The outlook for projects with Exigo, underscoring expansion and leveraging technology to improve customer and consultant experiences.

THE SELECTION PROCESS – ALIGNING VISIONS FOR GROWTH

When Rodan + Fields sought a partner to enhance their direct selling prowess, Exigo's commitment to customer service excellence and their robust platform capabilities stood out. *"What we realized is that we were spending a lot of our*

RODAN+FIELDS

INDUSTRY
Skincare + Haircare

LOCATION
San Ramon, CA 94583

URL
www.rodanandfields.com

Company Overview

Rodan + Fields is a leading skincare brand founded in 2000 by Stanford-trained Dermatologists Dr. Katie Rodan and Dr. Kathy Fields with a passion for giving people the best skin of their lives — and the confidence that comes with it.

45

WITH EXIGO, COMMISSION RUNS SHRANK FROM 24 HOURS TO JUST 45 MINUTES

exigo

engineering and internal business talent on maintaining systems where there were purpose-built, industry experts out there that do it every day," said Steve Dee, CIO. ***"Exigo was an industry expert that we felt we could trust.*** *Exigo's responsiveness and understanding of our unique needs set them apart."*

This thinking marked the beginning of a strategic partnership aimed at empowering their consultants and delighting customers. Steve McCarthy, VP of Finance, Corporate Controller, added, *"The references were all outstanding, very positive. The clients were very, very open. They were very honest.* ***Once we heard those reference calls, Exigo was the winner."***

BUY VS BUILD – A QUESTION OF INNOVATION

Today companies are constantly faced with critical decisions on resource allocation. Should a company exhaust its resources on in-house engineering, or should it leverage the expertise of technology and industry specialists?

For Rodan + Fields, opting for the latter allowed them to benefit from products developed by those who are singularly focused on innovation. **By integrating products crafted by Exigo, Dee said Rodan + Fields can stay ahead of the curve, ensuring they are not just keeping pace but setting the pace in their industry.** *"We're always hopeful for a technology partner that is going to be looking towards the future on what's coming next which lets us focus on what's coming next for our consultants,"* Dee said. Choosing to invest in external expertise that drives internal success was a decision the R+F team made to propel them forward in an ever-evolving market.

IMPLEMENTATION – PRECISION AND ADAPTABILITY

Despite the challenges of aligning multiple systems and teams, the professionalism and industry expertise of Exigo's team were pivotal. ***"They guided us to where we needed to be, not just where we wanted to be,"*** reflected Dee. The ability to quickly clarify objectives and bounce ideas off the Exigo team was instrumental in maintaining efficiency and responsiveness.

OPERATIONAL EXCELLENCE – STREAMLINING FOR SUCCESS

Calli Mott, Senior Director of Business Execution, found that Exigo's system offered a **"faster running, smoother system"** that significantly eased her daily operations. *"I've really enjoyed working with the Exigo team,"* she said. *"I've found that each one of them are really good on the customer service side of getting back to us when we need."*

As for performance, the data showed that once Exigo was implemented, it had drastically cut down on commission run time. **McCarthy confirmed that what took 24 hours of processing time, now takes less than 45 minutes.**

"We're always hopeful for a technology partner that is going to be looking towards the future on what's coming next which lets us focus on what's coming next for our consultants."

Steve Dee
CIO, Rodan + Fields

PARTNERSHIP SUCCESS – BEYOND THE METRICS

For Rodan + Fields, success with Exigo wasn't just about hitting numbers. It was about the qualitative experience and the responsiveness to their needs. *"We haven't had many problems, but when they arise, they're solved quickly,"* shared Steve Dee.

PROFESSIONAL SERVICES – A TESTAMENT TO PARTNERSHIP

The professional services provided by Exigo were not just about support but about pushing Rodan + Fields to achieve more with McCarthy adding that the team can move at a speed that they never could before. Mott added that commission-related projects and programs have moved at a faster pace because they are able to have Exigo focused on it. ***"This allows our internal team to focus on business-specific topics,"*** said Mott.

LOOKING AHEAD – A FUTURE OF EMPOWERMENT

Without the limits of the past, **Rodan + Fields can expand wherever they want to go which is, according to Dee, a huge return on the investment.** The future is bright, with plans to expand product lines and empower their consultants. *"We want to continue changing lives, whether it's through better skin or more confidence,"* shared Steve Dee, with Exigo's platform playing a crucial role in this vision.

CONCLUSION – THE EXIGO ADVANTAGE

The partnership between Exigo and Rodan + Fields stands as a testament to what a synergistic collaboration in the direct selling industry can achieve. It's a narrative of a shared journey toward empowering consultants, satisfying customers, and driving growth. ***"It was actually the right choice and the right no regret choice ... The sky is the limit,"*** concludes Dee, looking forward to the endless possibilities that lie ahead with Exigo. This success story is more than a story of two companies working together; it's a blueprint for success in the modern landscape of direct selling, showcasing how the right partnership can lead to transformative outcomes.

exigo

Contact us at **sales@Exigo.com** to schedule a demo today.

"A faster running, smoother system."

Calli Mott
Senior Director of Business Execution & Commissions

"It was actually the right choice and the right no-regret choice ... The sky is the limit."

Steve Dee
CIO, Rodan + Fields

011924