Global Enablement Made Easy: How Mary Kay Transformed the Experience for

3M+ Consultants
24 Countries
15 Languages

EXECUTIVE SUMMARY

Mary Kay relies on a global network of over 3 million independent consultants to deliver beauty products in more than 24 countries. Their digital platforms, powered by Salesforce Community and Commerce, are central to onboarding, training, and enabling these consultants.

However, fragmented training experiences, language barriers, and a growing volume of support tickets were affecting both productivity and customer satisfaction. Mary Kay partnered with Apty to embed contextual training and multilingual guidance directly inside their Salesforce environment.

The result? A seamless onboarding and learning experience at scale—leading to faster ramp-up, fewer support tickets, and improved customer experience worldwide.

THE HUMAN IMPACT

Consultants were eager to grow their businesses, but inconsistent onboarding made it harder to succeed. New consultants often faced delays, language gaps, and limited guidance on how to navigate the digital tools that power their business. Internal support teams were overwhelmed by repetitive queries, slowing everyone down.

THE SELECTION JOURNEY

Mary Kay had tried enhanced documentation, video tutorials, and expanded support across markets—but adoption remained inconsistent, and consultants continued to struggle with self-serve tasks.

After evaluating multiple digital adoption platforms, Mary Kay selected Apty for its ability to:

- Deploy in-app onboarding across 15+ languages
- Eliminate the need for external training assets
- Deliver analytics for identifying adoption bottlenecks
- Rapidly roll out across Salesforce Community & Commerce

Apty's scalability, multilingual capabilities, and cost-effectiveness at Mary Kay's global scale made it the clear choice.

"We needed to empower consultants from Day 1, regardless of location or language. That meant making the technology work for them—not the other way around."

THE IMPLEMENTATION JOURNEY

Mary Kay chose Apty for its ability to deliver:

- In-app onboarding flows in 15+ languages
- Contextual training content customized by country
- Seamless deployment across Salesforce Community & Commerce

Rather than replacing their systems, Apty layered smart, scalable guidance into the tools consultants were already using—reducing dependency on manual training and ticket-based support.

THE BUSINESS TRANSFORMATION

01	Multilingual onboarding launched across 24 countries
02	Internal support ticket volume significantly reduced
03	Consultants became self-sufficient faster, leading to improved sales readiness
04	Internal teams redirected time from repetitive support to strategic work
05	Customer experience improved through faster issue resolution and better-trained reps

The consultants faced inconsistent onboarding and long wait times — delaying their ability to sell and hurting the customer experience. Apty helped them ramp faster, reducing dependency on IT and accelerating outcomes across markets.
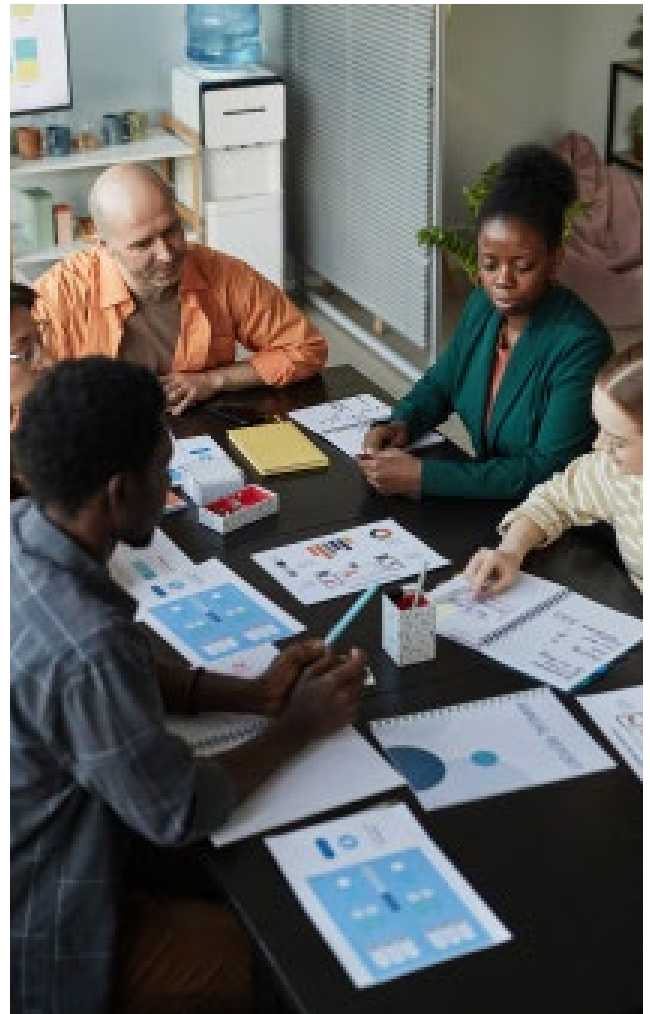
THE PATH FORWARD

Mary Kay is expanding Apty's usage to drive continuous learning, promote self-service, and scale consultant enablement to new regions. As the company grows, Apty is evolving as a core part of its consultant success infrastructure.

Spotlight Quote

"Our global consultant network is the heart of our business, and APTY has transformed how they interact with our digital platforms. By providing intuitive guidance in each consultant's native language, we've empowered them to focus on what they do best—building relationships and growing their businesses—rather than navigating complex systems."

— Digital Experience Leader, Mary Kay