



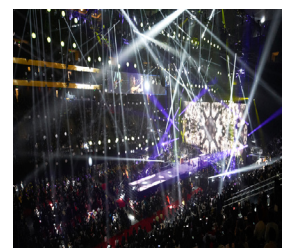
## TINERI APP CASE STUDY

Providing a mobile solution for large scale MICE events

# NU SKIN LIVE



Products  
in 54  
countries



3000  
attendees  
per event

US-based healthcare company Nu Skin was looking for a mobile solution to support their two big Southeast Asia 2018 MICE events - a top sellers incentive trip to Australia, and their bi-annual Southeast Asia convention in Singapore.

*“ The app was able to provide a lot of destination information which was crucial for our incentive trip. Our participants were able to keep us up to date with all the information. ”*

*Jerlyn Tan, Events Specialist, Nu Skin*







## OBJECTIVE 1

Increase online sales and market share through new distribution channels



## OBJECTIVE 2

Increase the efficiency of operations through connectivity across the regions



## OBJECTIVE 3

Increase B2B conversion by implementing customer-centric principles in both sales & operations

# THE PROJECT

Future-proof technology to connect the Destination Asia network

The organisation of such large, complex events with attendees from across South East Asia speaking several different languages presents a multitude of challenges. Their chosen mobile solution needed to facilitate the communication of both programme content and Nu Skin's own online content, to all of them. And they wanted the whole platform to be white-labelled with their own corporate branding.

Nu Skin's core objectives for the project were to:

- Reduce workload and simplifying the MICE operations process for the Nu Skin team
- Deliver itinerary, convention programmes and other essential information to almost 3000 attendees
- Provide full event content across multiple languages (English, Chinese, Vietnamese, Thai, Bahasa)



# THE SOLUTION

Our first job was to reskin the app with Nu Skin's branding and submit their own dedicated Nu Skin SEA (South East Asia) app to the IOS and Android app stores. We then added their required list of Asian languages to our existing European language versions, before creating web signup forms (so attendees could sign up for the app themselves) and adding a Custom Menu feature, allowing Nu Skin to present their own content within the app via iFrames.

*"The pricing was competitive and reasonable, and Tineri were able to provide very good support and training to guide us to build up"*

Jerlyn Tan, Events Specialist, Nu Skin

*"We were impressed with the application. It was easy to navigate and had almost all the features that we needed in a travel app"*

Jerlyn Tan, Events Specialist, Nu Skin

*"The app was able to provide a lot of destination information which was crucial for our incentive trip. Our participants were able to keep up to date with all the relevant information."*

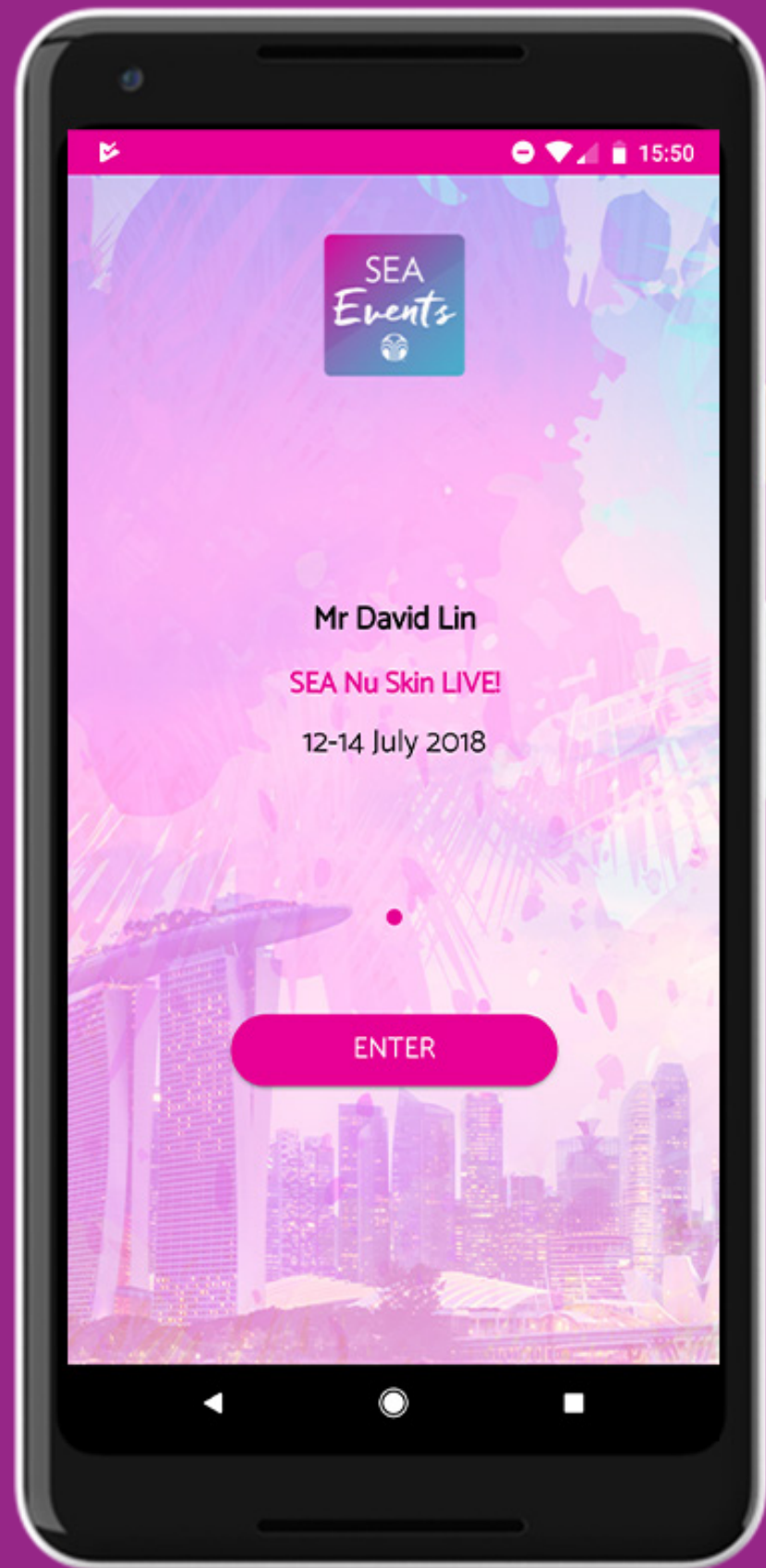
Jerlyn Tan, Events Specialist, Nu Skin

Given Tineri's existing rich functionality, all of the client's other requirements were already catered for. This made it extremely simple for Nu Skin to upload their programme content, accommodation information, location maps and other documentation, giving them one unique view of their event content without any version control issues, and without the hassle of emailing or printing large numbers of documents.





# Tineri



## THE OUTCOME

Nu Skin used Tineri for their incentive trip to Sydney for 700 Southeast Asian distributors in March 2018, and then for their bi-annual convention in Singapore in July 2018, where over 2000 attendees used the app. As well as providing all the relevant event content in English, Chinese, Thai, Vietnamese and Bahasa, the Nu Skin team were able to make programme changes during the events and sync them live to the app, as well as providing live chat support with all attendees.

Nu Skin were also impressed with the level of support provided by Open Destinations: “When issues did arise, Open Destinations were prompt with their service support and we were able to solve them very quickly” said Nu Skin’s Events Specialist, Jerlyn Tan.

**Would Nu Skin recommend Tineri to other MICE organisers?** “Yes!” says Jerlyn. “The app is suitable for companies who do incentive travel as it enables them to provide very straightforward information that travellers need.”

