

Our Success Story: Mangouniverse.com



The screenshot shows the Mangouniverse.com website interface. At the top, there is a navigation bar with a search box, a "GO" button, and links for "I know a Sponsor REGISTER ME", "Forgot ID / Password", and "New member REGISTER". Below this is a language selector set to "ENGLISH" and icons for "MY ACADEMY" and "SUCCESS STORIES". The date "07 July 2003" is displayed on the left, and "Vitality | Advisor" is on the right. The main content area features a large banner with the "mango universe" logo and the text "It's about Community... it's about YOU Communication". Below the banner are three columns: "Mango Shop" with a shopping bag icon, "What People Say?" with a speech bubble icon and text "Mango Business Academy.", and "Mango Idea" with a lightbulb icon and text "Now, when the time has taken us into the third millennium..". To the right of these columns is an "Events" section with a "Mentatie" event listed for "Zuidlaren -- 08 July 2003". On the left side, there is a "Samurai of Mango" section with a photo of a man and text describing a samurai as a warrior of distinction. At the bottom, there is a footer with "Mangouniverse.com. All rights reserved." and a navigation bar with "Home", "Mango Shop", and "Question" links.

Business Profile

Mangouniverse.com

Mangouniverse.com is a leading Multi Level Marketing company operating globally and based at Switzerland.

Industry

Mail Order & Multi Level Marketing

Geography

Switzerland – HQ
Presence in UK, Germany, Australia, Netherlands, Italy, Belgium

Tulsient Solution Summary

- Provided complete web based front office solution making Online Multi Level Marketing possible.
- Provided entire back office maintenance software.
- Provided multi channel help desk for Mangouniverse.com

Business Benefits

- Improved customer reach by providing online Network marketing activities.
- Improved customer satisfaction by fulfilling the commitments on time.
- Increased employee productivity.

“With Tulsient's e-business solution for network marketing, mangpeople.com has seen tremendous increase in member registration. I am very proud of the Software done by Tulsient”

- Gerard J Wessil , CEO, Mangouniverse.com

Mangouniverse.com, a division of Medosan, Switzerland is a major Multi Level Marketing organization providing personal care and home products. Medosan in consultation with Tulsient has evolved with this revolutionary concept of Mangouniverse.com. Earlier Medosan was only in the business of Mail Order selling catalogue products. Mangouniverse.com has its community members all across world right from UK, Germany, and Netherlands to Australia. Presently Mangouniverse.com has member strength of around 2000.

Challenge: Enrolling & reaching out to community members quickly & easily.

Network marketing is all about enrolling new members under your tree and retaining existing members to improve each member's profit. This was a daunting task for each community member as they are restricted by time constraint; reach to other people was poor.

Challenge: Easy follow up with members; hassle free marketing.

Today, community members at Mangouniverse.com find it easy to use the website designed to manage all member activities like shopping products online, managing their tree, checking performance of each tree member etc. Now, members can check their order status or just browse the new product arrivals on a click of a button.

Medosan's requirements while planning for Mangouniverse.com were very straightforward. The site should provide:

- Easy reach to maximum possible members.
- Hassle free management of own profit account for each member anywhere, anytime.
- Performance monitoring of each member under one's own tree.
- Community center for interactions among the members.
- 24hr help desk to all its community members.
- Ease of use, administration of all business operations.
- Easy site administration.
- Managing multiple warehouses from anywhere, anytime.
- Means to track and prepare reports for orders, profits of each member.
- Means to decide upon business strategy and implement it across business.
- Communication/transaction in Multi language, multi currency.

Tulsient's Solution

Tulsient recommended Medosan a complete e-business solution, which included different modules such as

- Mango Global - Complete mango site for international customers
- Mango Regional – Business site specific to each country
- Mango eStore - On-line Store for each regional site
- Mango Office – Virtual office of each community member
- Mango Community – Community space for members to interact
- Mango Support – Online help desk for members
- Career of the Rising Sun- Identifying and rewarding the leader amongst the members
- Mango Back Office – Complete solution for back office management

“ Mangouniverse.com is a innovative way of doing Network Marketing. Its easy, its effective and it brings visibility in the business”

– Tschudi Fridolin, Mangouniverse.com

Bottom Line

Within just a year since the Mangouniverse.com concept evolved, it attracted more than 20,000 members. Today Mangouniverse.com has revenue of around Euro 70,000. Mangouniverse.com is so interactive and interesting that it receives 40,000 – 50,000 hits per day. Back-end support is important in maintaining higher customer satisfaction & retention. Exhaustive back office automation provided by Tulsient, helps Mangouniverse.com to fulfill its customers' expectations. The average order fulfillment time is 72 hrs.

UK**TULSIENT SYSTEMS PLC.**

HHS house
Brunel Avenue
Salford H5 4 JA
info@tulsient.com
manoj@tulsient.com
Tel : + 44 161 743 1200
Fax : + 44 870 745 7397

India**Mumbai****TULSIENT TECHNOLOGIES (I) PVT LTD.**

1, Timmy arcade,
C.T.S 778/B, Makwana Road,
Marol, Andheri (E), Mumbai 400059.
Tel No: +91(22) 851 5955
Fax no: +91(22) 851 8363
info@tulsient.com

Delhi**TULSIENT TECHNOLOGIES (I) PVT LTD.**

3rd Floor, Sandhyadeep Building,
15 Community Centre, East Of Kailash,
New Delhi - 110065.
Tel: +91(11)-6236436/6410060
Fax: +91(11)-6284085
info@tulsient.com