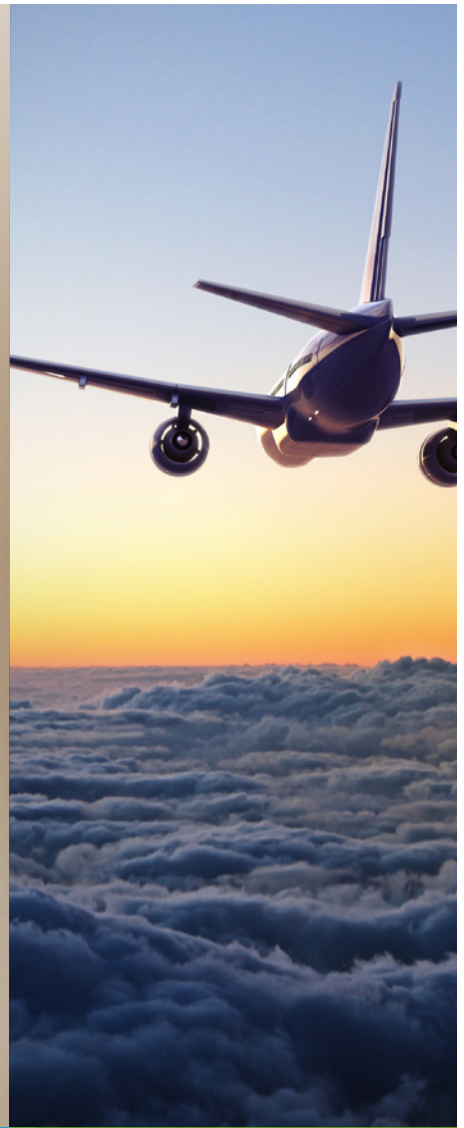




CLIENT SUCCESS STORY

Nu Skin



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NU SKIN®

Headquarters
Provo, Utah

Industry
Beauty and Wellness

Employees
3,000+

Founded
1984

Overview

Nu Skin partnered with Christopherson Client Consulting Services to gain data-driven insight into traveler needs through a customized survey. With a primarily international travel population, Nu Skin sought clearer visibility into employee concerns around safety, wellness, policy clarity, and overall travel experience. The survey provided actionable insights to support executive decision-making, identify priority improvements, and establish a baseline for continuous program optimization.



Challenges

- ❗ **Limited visibility into traveler concerns:** Nu Skin lacked reliable, quantitative traveler data to validate feedback and confidently inform program decisions.
- ❗ **International traveler safety and wellness concerns:** Employees expressed uncertainty around health, security, and emergency preparedness while traveling internationally.
- ❗ **Unclear travel policy communication:** Certain travel policies were not well understood, leading to confusion and inconsistent traveler compliance.
- ❗ **Training and support gaps:** Travelers wanted clearer guidance on booking tools, policies, and available travel support resources.

Results

- ✅ **Actionable, data-driven insights:** The customized survey revealed clear trends and priorities impacting traveler satisfaction and overall program effectiveness.
- ✅ **Low-cost improvement opportunities:** Many recommended enhancements required minor policy updates, targeted training, or improved communication.
- ✅ **Improved focus on traveler safety and wellness:** Survey results reinforced safety, health, and preparedness as top priorities for Nu Skin travelers.
- ✅ **Baseline for future optimization:** Nu Skin gained measurable data to track progress and guide ongoing travel program enhancements.

How a custom survey helped Nu Skin uncover traveler priorities and improve its program

When Nu Skin, a global beauty and wellness company, sought to sharpen its travel program, the company faced a familiar challenge for organizations with an international footprint: understanding what travelers truly need to feel supported, productive, and safe on the road. While the travel team regularly heard informal feedback, what they lacked was structured, data-driven insight that could be shared confidently with senior leadership.

To bridge that gap, Nu Skin partnered with Christopherson's Client Consulting Services team to design a fully customized traveler survey—one that delivered clarity, surfaced actionable trends, and created a baseline for long-term improvement.

Identifying the need for data-driven direction

For Matt Siufanua, Director of Global Safety, Security, and Crisis Management at Nu Skin, the primary motivation behind the survey was simple: he needed credible data he could use to advocate for his travelers.

"Having data is critical when putting together a recommendation for our executives," he said.

Because much of Nu Skin travel is international, the stakes are higher and traveler concerns can be more complex. Siufanua needed a tool that would reveal not only what travelers were experiencing, but also how widespread those concerns were.

"It helps me to be able to say, 'This is coming directly from the employees,'" he explained.

Building a survey designed around Nu Skin's travelers

To build that tool, Christopherson's consulting team worked closely with Siufanua to craft a survey specifically tailored to Nu Skin's needs. According to Carol Del Giudice, Nu Skin's account executive at Christopherson, the collaboration was detailed and intentional.



Having data is critical when putting together a recommendation for our executives.

Matt Siufanua

Director of Global Safety, Security, and Crisis Management at Nu Skin

“The consulting team spent hours going over all of the questions, and then Matt weeded some out and decided what he really wanted to home in on,” she said.

Christopherson then structured the survey into distinct categories—including wellness, security, lodging, flights, ground transportation, after-hours support, vendor satisfaction, and policy understanding—ensuring the resulting data would be easy to interpret and act upon.

That thoughtful design paid off. The survey delivered rich insights across the entire travel journey, highlighting both expected and surprising concerns.

Revealing practical, low-cost improvements

One of the clearest takeaways from the survey was that many of Nu Skin’s traveler concerns could be addressed without major budget impacts. Siufanua found this particularly valuable.

“A lot of the data points are things that can be fixed without approval from the executive team,” he said, citing concerns like uncertainty around medical emergencies or required documentation for international travel. These issues pointed directly to simple training opportunities.

Del Giudice agreed, noting, “They really were low-cost items that just needed to be identified and then tweaked within the program or within policy. Even small wording adjustments can resolve misunderstandings and reduce friction for travelers.”

The survey identified safety as a major theme—something Siufanua already suspected but now could quantify. It also revealed points of confusion within Nu Skin’s travel policy, especially around upgrade eligibility for long-haul international flights.

“The survey not only highlighted traveler feedback and concerns but also opened the door for strategic, creative ideas while still keeping Nu Skin’s goals in mind,” said Paul Foster, a strategic consultant at Christopherson. “For example, travelers often arrived from overnight international flights and went straight into meetings with little rest. Rather than expanding costly upgrade allowances—which could add thousands of dollars to the total trip cost—an alternative was to build in an ‘acclimation day,’ adding only one hotel night while providing a far more affordable way to ensure travelers are rested and prepared.”



Even small wording adjustments can resolve misunderstandings and reduce friction for travelers.

Carol Del Giudice
Account Executive
at Christopherson

Clear priorities for program enhancement

Now, instead of relying on individual complaints or gut instinct, the travel team can present quantified insights that clearly reveal what travelers value most. The data highlighted several key priorities, including:

- Acclimation days for long-haul flights
- Improved Concur usability and clearer pricing visibility
- More training on travel policies, tools, and safety protocols
- Greater flexibility and self-serve mobile booking options
- Dedicated support for executive travelers

These insights establish a meaningful baseline for Nu Skin's program development, providing a way to measure progress as improvements are implemented.

An authentic partnership focused on support

Beyond the analytics, what stood out most to Siufanua was Christopherson's consultative approach.

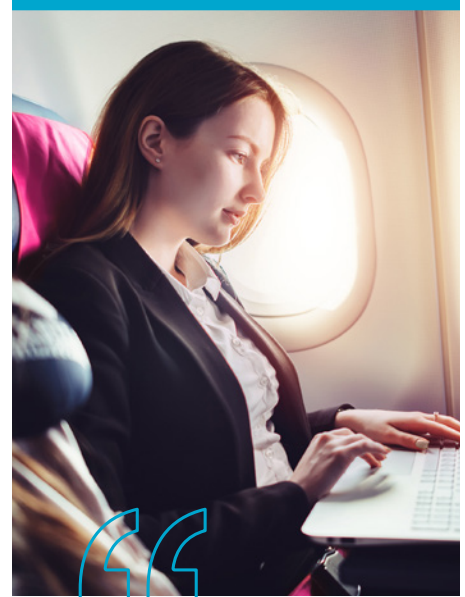
"There was a true desire to be helpful and to make sure our program worked better for us," he said. "I never felt like, 'We want to sell this program to you.' The feeling was, 'How can we help your program?'"

The consulting team reinforced that sentiment throughout the project, emphasizing customization, transparency, and long-term program health.

A strong foundation for future improvement

Nu Skin now has a clear, data-backed understanding of traveler needs—insight that is informing policy considerations, identifying training opportunities, and strengthening the user experience as new tools and technologies come online.

But perhaps most importantly, the custom survey gave Nu Skin something it hadn't had before: an authoritative baseline that validates traveler concerns and enables strategic decisions at the executive level.



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Paul Foster
Strategic Consultant
at Christopherson

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