

Customer Success Story: Summer Fridays

(allwork)[®]



Building a flexible, educated field team
with AllWork

S U M M E R
F R I D A Y S

COMPANY OVERVIEW

Summer Fridays is a growing clean beauty brand focused on simple, effective formulas and community connection. To meet customers where they are, Summer Fridays invests in a flexible workforce that brings brand education and product expertise directly into Sephora stores across the U.S. and Canada.

Carrie Gordon, Regional Field Sales and Education Manager for the East Coast and Canada, leads this effort, making sure all talent are prepared and set up for success on the sales floor.

THE CHALLENGE

As the brand grew, Summer Fridays needed:

- *A flexible workforce that could scale up for launches and events*
- *Greater control over talent selection and scheduling*
- *A better way to prepare and educate talent before they stepped into stores*

THE SOLUTION

Summer Fridays began partnering with AllWork in 2023 to take a more hands-on, transparent approach to managing their flexible workforce:



Faster Onboarding

When Carrie needs to bring in new talent, “support at AllWork is on it. Within minutes, I get follow-up from AllWork support, and new hires can quickly go live in the system.”



Integrated NDAs

AllWork helped Summer Fridays introduce built-in NDA requirements, enabling the team to share sensitive product info with talent ahead of store launches. “This was a game-changer. Our talent can join launch calls and access materials early, so they truly feel like part of the brand.”



Education at Their Fingertips

With training decks, one-sheets, and product soundbites stored in AllWork’s library, market specialists have education at their fingertips. “Before, we had to email documents back and forth. Now, talent can even refresh themselves on products right in the app.”



Flexibility & Scale

AllWork support can quickly onboard talent into Summer Fridays' system—sometimes in as little as 24-48 hours of receiving the request—making it easy for the team to cover pop-ups, takeovers, or last-minute events.



Always Event-Ready

Carrie values that AllWork allows her to keep proven talent on the roster even during slower periods. They're already trained and ready to go when a launch/event comes up. "Other providers often remove talent more quickly, which means starting over. With AllWork, I can keep the right people in place."

RESULTS & IMPACT

Greater Control & Transparency

Managers choose who they want on the floor, and they know exactly how hours and costs are tracked.

Faster Response Times

AllWork's support team makes onboarding and scheduling seamless, saving hours of manual coordination each week.

Seamless Rehire

Rehiring past talent is quick and simple ("easy-peasy," as Carrie put it).

Better-Prepared Talent

With NDAs and centralized training, talent can walk into stores more confident, educated, and aligned with the brand's messaging.

A Stronger Partnership

Carrie connects with customer success manager Kristin 3–5 times a week to share feedback and continuously adapt processes.

LOOKING AHEAD

As Summer Fridays expands, they see AllWork as a core partner for workforce management. With education, onboarding, and scheduling streamlined in one platform, managers can focus less on micromanaging logistics and more on building the brand in-store, Carrie said.

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“AllWork is more hands-on for me. I have more control with my talent, and the platform makes it easy to prepare them for success.”



Carrie Gordon

Regional Field Sales & Education Manager

**SUMMER
FRIDAYS**