



Faster Responses for Sales Partners: LR Empowers Customer Service Staff with a Digital Assistant

Ahlen, 27.05.2026 – In direct sales, one thing matters above all: fast and reliable responses. This is precisely where LR Health & Beauty comes in with the launch of LR Vera 2.0 – a digital assistant that provides targeted support for customer service and significantly speeds up collaboration with sales partners.

With this solution, LR is systematically strengthening its service processes and laying the foundations for even more efficient support for sales partners, premium customers and end customers. The aim is to provide information more quickly, standardise processes and further improve service quality across the entire sales network.

The digital assistant is integrated into Microsoft Teams and is based on Microsoft Copilot Studio. It guides employees through service processes in a structured manner, provides clear recommendations for action and directly provides all relevant documents. The basis for this is a comprehensive knowledge database in Microsoft SharePoint, in which all processes and service content are bundled, standardised and clearly organised.

In practical terms, this means that direct sales requests can be answered quickly, clearly and reliably. This reduces the need for follow-up questions, shortens processing times and noticeably eases the workload on service teams in their day-to-day operations. At the same time, new employees in particular benefit from targeted support during onboarding and in their day-to-day work.

“Our goal with LR Vera 2.0 is clear: we want to offer our sales partners and customers an even better service – fast, clear and reliable. The digital assistant helps our team to provide well-informed and clear answers at all times,” explains Jill Seidl, developer and project manager.

With LR Vera 2.0, LR Health & Beauty is further expanding its digital service expertise and sending a clear signal regarding the further development of modern customer service in direct sales. For sales partners, this means one thing above all: faster support,



reliable answers and an even stronger foundation for their day-to-day business.

LR Group

Under the guiding principle "More quality for your life," the LR Group, headquartered in Ahlen/Westphalia, successfully produces and distributes various high-quality dietary supplements and cosmetic products in 32 countries. As an attractive social commerce company, LR supports personal exchange within its community with efficient, digital solutions. The holistic tool "LR neo" provides the international partnership with all business-relevant key figures and information for their LR Business in a single dashboard.

LR has been firmly established in the market since 1985 as a "People Business," where people and personal consultation are at the forefront. In times of changing work environments, the business model particularly appeals to those who strive for more flexibility, a better work-life balance, and more financial independence.

The processing of Aloe Vera has been one of LR's core competencies for over 20 years. Only the valuable inner part of the leaf is used for the products. In Ahlen, the company has built one of the most modern Aloe Vera production facilities for Aloe Vera Drinking Gels in Europe.

In autumn 2009, LR founded the LR Global Kids Fund e.V., which efficiently and unbureaucratically supports disadvantaged children and their families in many countries around the world in cooperation with local institutions. For further information on our sustainability commitment, please refer to our [Sustainability Report](#).

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