Simplify and accelerate franchisee promotional campaigns

Reduce the burden and lag involved in launching promotional campaigns

Many retailers empower franchisees or regional managers with the decision to opt-in to promotional campaigns. Corporate provides the knowledge and buying power to help maximize the regional impact of marketing efforts, but relies on franchisees to choose campaigns and provide information.

Unfortunately, the campaign enrollment process can be slow and time-consuming. Franchisees must enter repetitive information into multiple different forms that are emailed to the central office, which becomes overwhelmed with a high volume of inputs from many sources. Pulling all the information together into central spreadsheets and reports—while fixing errors and gaps (that aren't always caught)—can take weeks. Launches are sometimes delayed, leaving everyone frustrated.

Gathering and sharing the results of a campaign is equally slow and cumbersome—and it's not unusual for franchisees to make decisions about the next promotional period without having any knowledge of the prior period's results.

How can you reduce the paperwork and improve the coordination to move things along faster?

Automation and digitized workflows create an easier, more efficient process

ServiceNow's App Engine helps retailers build custom solutions to solve their distinct challenges. With little to no coding required, it's quick and easy to build new workflow applications, such as creating a better way to manage marketing promotion campaigns. You can:

- Simplify campaign enrollment with a centralized self-service portal
- Streamline communications within the portal, so emails aren't lost in an inbox
- Accelerate the enrollment timeline with fewer forms and exchanges
- Identify problems quickly with clear visibility into where delays are happening
- Report results faster so franchisees can make more informed decisions

App Engine's capabilities easily extend to other processes. Proven results in one area often generate excitement inside the organization for other customized apps that make work easier and operations more agile.

Industry
Retail

Challenges

- Slow, laborious enrollment process for promotional campaigns
- High volume of paperwork and emails with multiple forms
- Mundane, repetitive information manually entered for each campaign
- Errors and delayed launches due to disjointed manual communications
- Ineffective decision-making because of reporting lag-time

Solution
App Engine
IntegrationHub
Now Platform®

Results

- Simplified, quick enrollment
- Clear visibility into errors and delays
- Faster reporting and analytics
- Dramatic reduction in coordination time
- Higher satisfaction levels among central team and enrollees

Find out how App Engine helps you develop customized solutions to resolve operational challenges.

LEARN MORE

Managing promotional campaigns with App Engine

1 **Compile promotional options**
Corporate marketing aggregates important information about potential campaigns from a variety of sources for franchisees and location teams, including what information they need to submit.

2 **Publish to online catalog**
They publish this information to the online catalog, so it's easily accessible to franchisees/location teams.
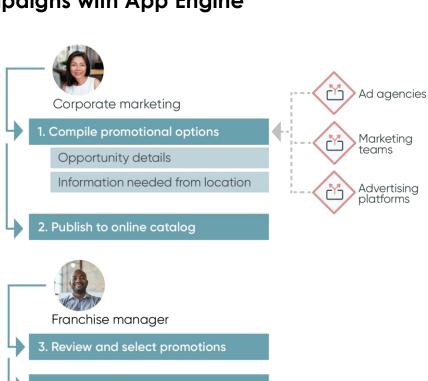
3 **Review and select promotions**
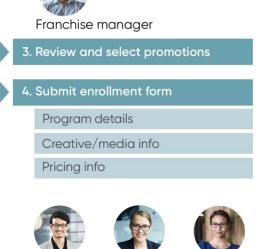In one place, franchisees/location teams review option details and select which ones they'd like to participate in.

4 **Submit enrollment form**
Franchisees/location teams submit the enrollment form with program details and creative/pricing information.

5 **Provide final approval**
The app aggregates information for budget, brand and legal teams to review and approve.

6 **Activate promotions**
With all approval steps complete, the campaign launches on-time, with fewer delays and less cycle time per campaign.

7 **Optimize reporting**
With a faster enrollment process, both corporate marketing and franchisees/location teams can optimize promotions using real-time reporting and analytics to make better, more data-driven decisions for promotional campaigns that drive stronger results.

Corporate marketing

Ad agencies

Marketing teams

Advertising platforms

1. Compile promotional options

Opportunity details

Information needed from location

2. Publish to online catalog

Franchise manager

3. Review and select promotions

4. Submit enrollment form

Program details

Creative/media info

Pricing info

Budget Brand Legal

5. Provide final approval

6. Activate promotions

7. Use data insights to optimize promotions

Corporate

Franchise

servicenow.

servicenow.com