RAPID PROMO Sales Promotion Management on Dynamics 365 CRM

Rapid Promo is an advanced, cloud based Sales Promotion Management solution developed on Microsoft Dynamics 365 CRM platform by CRM AKADEMI Ltd. It is fully integrated with the sales process on Dynamics CRM and also it is open to integration with external Sales or ERP systems and applications (web, mobile etc.).

RapidPromo has features, options and tools that make it the most versatile engine on the market by allowing you to centralize management of your promotions, basket pricing and enable promotion checking across the estate including ePOS, Website and Call Centre. The powerful customization options & features give you flexibility to create the promotions you want.

RapidPromo also allows companies to plan, execute, and manage the promotion campaigns. The main goal of using the software is to increase sales, which in turn leads to increased profits. It is being able to see the effectiveness of your trade spend, track which promotions are producing the most ROI and counteract competitor activity.

With transactional and advanced analytical capabilities, embedded insights, and best practices, the system enables integrated management that helps deliver improved commercial decisions, optimized promotion plans, higher customer profitability, and greater return on trade spending.

RapidPromo supports advanced Promotion Types and offers all the features required to manage them. The promotion types are listed below:

- Product % or Value Off
- Dynamics Product Inquiry
- Basket % or Value Off
- Bundle Price
- Buy 1 Get 1 Free
- Buy 1 Get 1 Reduced
- Multi Buy
- Deal Price
- Free Gift
- Issue Voucher Code

With RapidPromo, many promotional criteria come ready. You can use any of these in your definition. Some of these are listed below:

1- Customer Type; for all kind of customers or for only individual or corporate customers.
2- Shopping Channels such as web trade, store, call center, mobile etc.
3- Payment Type such as cash, credit card, check, bank transfer or e-wallet etc.
4- Sales Point; you can select the channel detail for stores on some locations for a particular promotion.
5- Basket min/max amount for promotion limitation.
6- Restriction for number of promotion usage.
7- Participation Limit Type; Unlimited or Limited for customer (for example; customers can only benefit one time).

8- Time Band configuration
   a. For specific days
   b. For specific hour period
9- Valid bankcards can be defined if you want to define a promotion for an only some bankcards.
10- Product Group Validation. You can define a promotion if basket has min two shirt and one trousers, you can give a tie as a gift or apply some discount or you can define a promotion for Buy 3 Pay 2 etc.
11- Definition of conflicts between campaigns.

In addition to all these advanced features, marketing lists you can create with the "advanced find" query infrastructure of Microsoft Dynamics 365 can also be used as a target list in RapidPromo. For example, the target list of women's day, female customers, or special campaign definition for our customers who have a birthday this week. Much more complex target groups based on customer data available in the system can also be defined. And also you can create a restricted target list for excluding some customers such as black list.

Some of the benefits include:

- Effective promotions based on accurate and timely data and information.
- Businesses can increase product visibility through brand awareness.
- Increased revenue due to improved product visibility and effective campaigns.

Pricing automation that leads to fewer pricing errors

Using RapidPromo software to establish accuracy with your pricing will help reduce the risk of giving away too much of your margin. The ability to automate pricing helps to streamline the communication between different departments because specific discounts and promotions have been set up in advance.

Automation reduces human errors by providing a digital paper trail for your Promotion activities in one place. It also provides accountability for everyone's actions for every deal.

More insight into available promotions to offer more competitive deals

Losing sales from sales reps not knowing or not having access to the right promotions is a business breaker! Having more insight into what discounts, rebates, and promotions are available means your sales team can offer the most competitive deal while they are with the customer.

It also means that your sales team can focus on selling more and providing excellent customer service because they are not wasting time searching for applicable promotions.

RapidPromo is about getting your promotion activity in line to ensure that activities are as successful as they can be. It is also about shedding disconnected processes and bringing them into a single hub with more visibility for promotion performance.