

How a leading retail store chain's Advertising team provides swift delivery of promotions

Highlights

- A unified employee portal connects store employees with the advertising team with a quick way to submit advertising requests replacing email
- Intuitive workflows ensure that one standardized approval process flow is followed for every project leading to better efficiency
- Personalized dashboards allow Project Coordinators, Brand Managers, and Designers to effectively manage their projects and tasks
- Complete visibility and trackability of design requests help the Advertising team deliver all in-store promotions on time

The Advertising team at retail store chain faced challenges in delivering marketing material to stores on time due to their dependence on email, spreadsheets, and other antiquated tools for managing request for designs. A tailored implementation of ServiceNow PPM helped the Advertising team to move to a standardized process with automated workflows for approvals. Employees can use retail store chain's unified employee portal to request designs for upcoming sales and other in-store promotions.



50% of our time was being used for updating data into systems. We now have a single system that guides us through a standardized process.

- Store Helpdesk Manager



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