

Smart Retail Promotions & Discount CRM

- ❖ **Project Name:** Smart Retail Promotions & Discount CRM
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Problem Statement

- Difficulty in managing multiple promotions simultaneously
- Overlapping discounts causing confusion and reduced profitability
- Manual processes leading to errors and delayed decisions
- Limited visibility into campaign performance and ROI
- Lack of personalized promotions for loyal customers

Salesforce Solution

- Centralized system to manage promotions and discounts
- Personalized discounts based on customer loyalty & history
- Automated workflows to prevent overlapping offers
- Real-time dashboards for campaign tracking
- Customer segmentation for targeted promotions

Future Work

- **AI-Driven Promotion Recommendations**
- **Omni-Channel Integration** (POS, eCommerce, Mobile App)
- **Automated Notifications** (Email, SMS, WhatsApp)
- **Mobile-First Access** for managers and sales teams
- **Predictive Analytics** for better decision-making