

**R&R led the change in a stagnant industry by innovating through a customized cloud-based Power Platform solution.**



R&R Partners is an American advertising, marketing, public relations, and public affairs company based in Salt Lake City, Utah. R&R's expertise lies in branding, Advertising, Government Affairs, Media and Publishing, and Communications. The company persistently takes initiatives and invests in powerful software designed on the stack of Power Platform and Dynamics 365 to lead the change in a not-so-changing industry and become a Master of Business transformation.

## **Adopting the Customized Power Platform Solution for ensuring highest customer Satisfaction**

Imperium Dynamics, a partner to Microsoft, designed a model-driven app and portal using Power Platform enabling dynamic reports and email templates, dashboards, and API integration, to improve operational efficiency, increase productivity and enhance customer satisfaction.

As part of their business, R&R is responsible for sending the potential bills created by the government to relevant clients based on their industry and area of business. It was a difficult and time-consuming task.

They had to extract the bills from the legislative website, sort them based on the industry and business they belong to, prepare separate spreadsheets with a bill URL, priority, and relevant comments as per client-specific requirements, and eventually send them manually over email. They realized they needed a faster and less laborious way to do this. Imperium helped them build a custom cloud-based Power Platform solution to help them with the bill, client, and report management.

Through this, they could send real-time bill updates to the clients – with much less time and manual effort. Initially, it took up to 20 hours per client per week, and now it hardly takes 30 minutes per day for all clients.

***"It is one of the best solutions we have deployed so far. It is comparatively cheaper, yet so elegant, sleek, and user-friendly. Not like other expensive and poor-performing solutions"***  
- says David.

## **Tech-Driven innovation to Automate the Business Process**

David also mentioned that the solution designed by Imperium Dynamics has attracted new clients and solidified their existing customer base because customers appreciate R&R's forward-looking approach in leading and adapting to a tech-driven innovation. Previously, clients would receive 35-80 emails per day as alerts of the tracked bill. However, now, they receive a single email with a customized URL of their portal that allows them to access all the bill updates elegantly and efficiently. It has improved R&R productivity and capacity since the implementation provided them with a built-in email template and external API integration with Dataverse to do the task for them. All in All, creating ROI (Return on Investment). So, it was a win-win situation for both their clients and company.



***"The power platform implementation has improved R&R operational efficiency by 8 and customer acquisition by 2.5 folds"***

When asked if R&R had any feedback on the implementation and Post Implementation phase, fortunately, the company only had positive things to say about it. They were beyond happy and satisfied with the implementation, training, and support plan Imperium offered.

***"The client and team loved the system, and the implementation of this powerful platform software was super smooth. Initially, we were worried that we would need to be more technically savvy to follow along but easy to use interface and training by the Imperium's professionals made everything super easy"***



## **Support and Development Hours – Imperium's Effort to help in smooth Transitioning to Cloud based solution**

Imperium's team has worked tirelessly and strategically to ensure that they meet all the project's required deliverables and address customer pain points through the model-driven app and portal – within the assigned time frame of 3 months. Also, the company provided an exceptional after-sales support program to R&R so that the company could easily transition and adopt this new technology. The post-go-live plan incorporated supporting clients by allotting 20 support hours/month to address bugs and solve platform-related issues, 5 development hours for minor enhancements, and unlimited support tickets.

The cloud-based Power Platform implementation, from design to execution, helped the company achieve its ambition of 'creating an impact with what they do' a reality.

The statement by David Clark, GPA director of the company, sums up their satisfaction with a model-driven app and portal to receive new legislative bills from Utah State APIs.

***"We are quite happy with the implementation; we are glad we chose Imperium dynamics; as an organization, we will not hesitate to work with them in the future"***