



SID: S0012190932
Justine Sundararaj

SAP FIORI – DEVELOP CHALLENGE



1. STORY

CUSTOMER ENQUIRY

In a call center, the agent receiving a phone call from customer and enquires about his orders. Now he knows his phone number, displays in front of him.

Now the agent talk to the customer and search the data in the complicated system. It takes a long time to deliver the answer to the customer. In this manner all the customer agents are taking a long time to resolve the customer issues.

It actually make the customer to wait for our response. In the meantime, so many customers are waiting for their issues. But all the agents are busy.

So finally, the customers are unsatisfied with our service and business is going to a bad condition in this complete world.

What is solution for this? What the agent looks for?

Is it possible to show the customer details immediately in front of him? It will help the agents to react very fast with the customer and perform a better service.

Is it enough to know the customer data? Better if we show the customers last few sales orders. Surely the customer enquiries about his/her last services with us. So display the order data and item data for a quick customer service.

In addition to that, agents can verify the customer contact details and update the latest one if it changes.

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2. PERSONA



NAME

Mariana

JOB TITLE

Call Center Agent

BELIEVES ABOUT MY JOB

“A satisfied customer is the best business strategy of all”

BACKGROUND

30 Years Old
Married
2 Years’ experience as a Call Center Agent

WORKING WITH

Customers, Sales Orders, Customer Contact Data, Customer Needs, Sales

JOB RESPONSIBILITIES

- Responding all the customer phone calls and providing services
- Maintain best relationships with customers and confirm their contact details
- Understanding customers’ needs and creates sales prospects

MAIN GOALS

- Being able to quickly and accurately respond to customer by knowing the customers activities with my company and fulfil the requirements of the customer’s call.
- Updating the useful customers information and make it available for immediate use

NEEDS

- I need to know customers data instantly when customers are calling me
- I need to know the recent transactions of customers and their status.
- I need to be alerted if there are any complaints registered previously by the customer.

PAIN POINTS

- Lengthy process to find the customers data and his transactions
- Have to use multiple screens to get the necessary data
- No proper fields to capture customer needs.
- Takes more time to process

STAKEHOLDERS

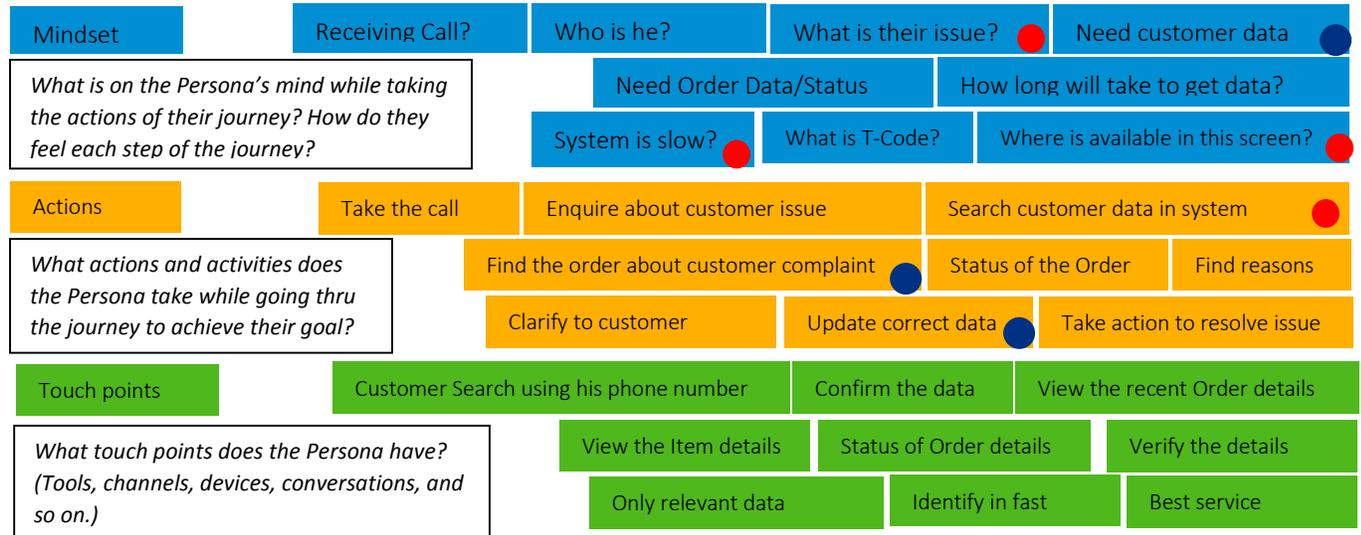
- Call Center Manager
- Marketing Representatives
- Sales Representatives
- Account Representatives
- Customer



3. USER EXPERIENCE

User Experience Journey

Duration of the Journey: 30min



4. POINT OF VIEW

<p><u>USER</u></p> <p>MARIANA, Call center agent, Customer Relations.</p>
<p><u>NEEDS A WAY TO</u></p> <ul style="list-style-type: none"> Need to display customer data, validate the data, etc., Drill down to the customer's recent order details, Look out the current status of the order, Find all the Item's delivery status, Understand the issue, Convey the correct information to customer, Take necessary actions to resolve the issues Reduce the time taken to get the necessary information from the system
<p><u>SURPRISINGLY / BECAUSE / BUT / SO THAT</u></p> <ul style="list-style-type: none"> Scope of the design, limited to provide an option to get the customer data by inputting customer contact # or civil ID or customer first name Provide the last 3 or 5 Orders with their Item data and delivery status. Complaint creation on behalf of customer and assign to shipping team or customer care department is eliminated from this app. It can done in 2nd phase or an another application. Allow to modify customer contact data of the customer in case any changes reported by customer.

5. MOCK UP

Mock Link:

https://standard.experiencesplash.com:443/api/projects/5cb30a634d9996560bd61799/prototype/snapshot/latest/index.html#/1460880543791_S0

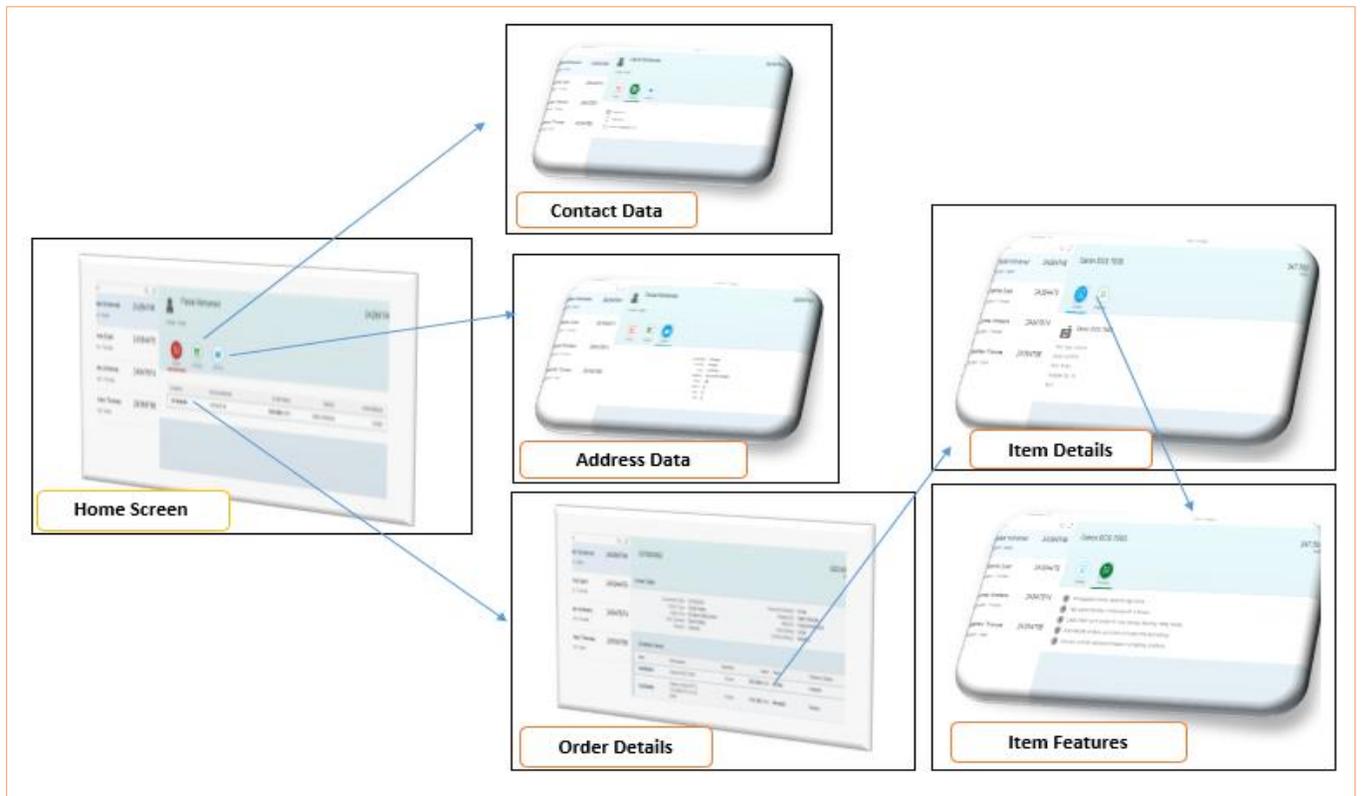
Study link:

<https://standard.experiencesplash.com/home/projects/5cb30a634d9996560bd61799/research/participant/38d339093e5ec1da0bd6328e>

6. SAP Web IDE App Prototype

YouTube link: (1.25 min. Video)

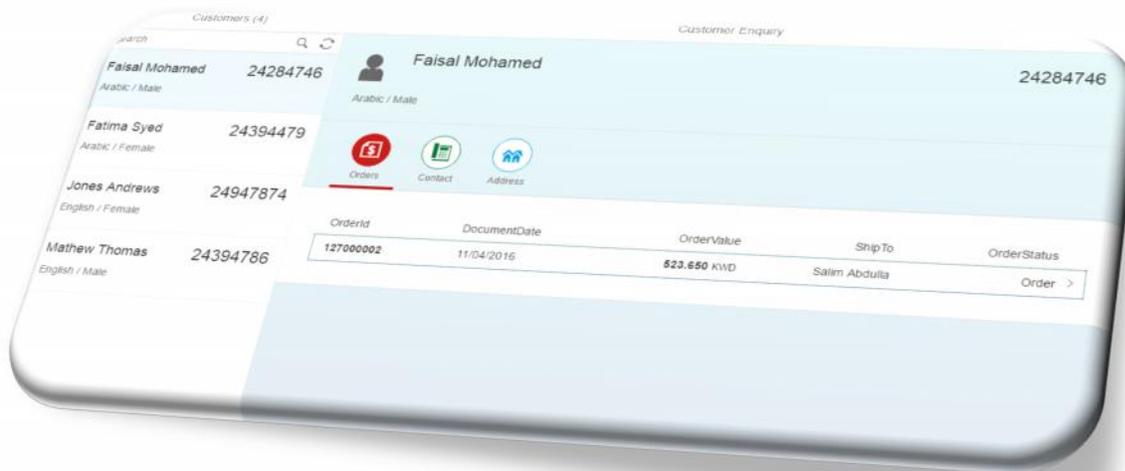
<https://youtu.be/J0vTKNj3gNQ>



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Home Screen

- Identify the Customer by using either his first name or contact phone number
- Can view the customer's preferred communication language and the customer's gender on the main screen itself. It helps the agents to communicate in a standard way.
- Can view the latest orders of the selected customer



Customer Contact Data

- By clicking the customer tab from the home screen, can view the his/her contact information and verify those details.



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Customer Communication Address

- By clicking the address tab from the home screen, can view his/her nationality and his/her communication address.



Order Details screen

- Clicking the desired order data listing in the home screen, will navigates to the order detail screen.
- This screen shows the order details, status and list of items purchased by customer in this order and its delivery status.



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Item Details screen

- Clicking the items listed in the order details screen navigates to item details screen.
- The main tab of this screen displays the item details.



Item Features screen

- By clicking features tab from item details screen, can view the features of the selected item.

