

Personalized Discount Coupons

We care for our customers.

Story

Almost every business idea has a few common core objectives – increase the sales, maintain good profitability, and retain your high value customers. This story revolves around the same core business objectives with an example of a fictional company “Smile n style”, which is using personalized discount coupons program for high value customers.

“Smile n Style” is a global chain of multi-brand apparel stores, specializing in formal, casual and sports attires.

In the era of fierce competition, where every apparel store is trying to steal the customers with sales promotion campaigns, discount sales and coupons, “Smile n Style” marketing and promotions team had tried multiple approaches.

They have tried the regular traditional discount sales (6 days to 11 days duration), but that helped to pull customers only for that particular short duration, and not in a sustained manner. Secondly, it negatively impacted the profitability significantly.

They have also tried the approach of internet discount coupons, and that did boost the sales. But such kind of deals and coupons were grabbed by ‘Early Birds’ and were not focused on the high value customers. Therefore, the impact on sales growth was not as per expectation.

In the last couple of years, they have harnessed the benefit of the very successful marketing strategy of Personalized Discount Coupons.

This approach does not pull down the profitability very hard, because the central marketing team of the country issues a fixed limited number of discount coupons per month. These discount coupons are provided to the individual retail stores in the proportion of their monthly revenues. Hence, only a limited number of discount coupons are available per store per month for distribution among the customers.

“Smile n Style” is also reaping benefits of the SAP HANA capabilities and has implemented SAP Predictive Analytics solution, which proposes top 4 best-match discount coupons for every customer, based on the historical data of that customer.

Now at the individual store level, the Marketing and Promotions manager has to intelligently and efficiently use these coupons, based on all the vital information available, in order to attract their high value customers and increase the monthly sales values.

The Personalized Discount Coupons program gives a very positive feeling to the customers that they are getting personal attention and being treated as ‘special’, attracting more business from the delighted customers.

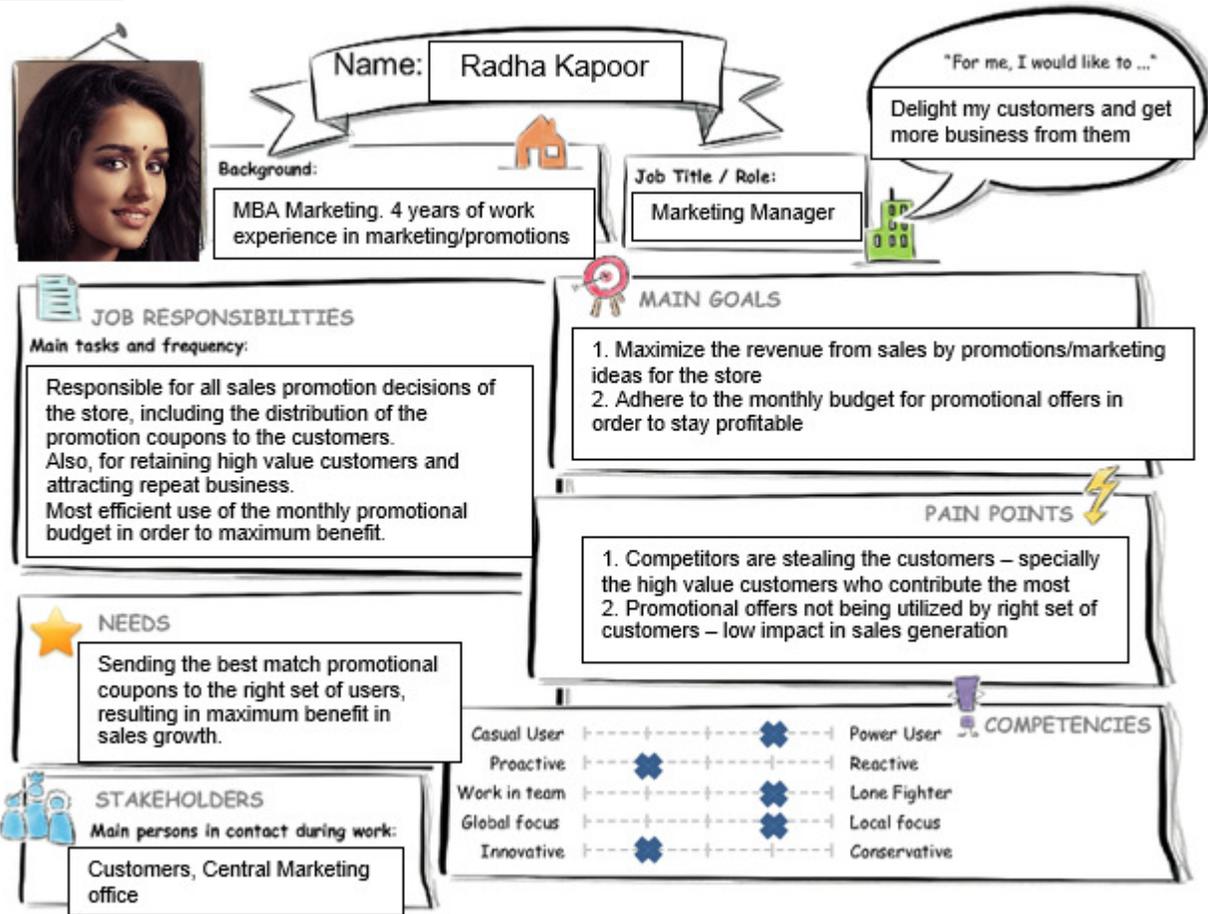
The mobile App presented in this submission caters to the business scenario mentioned above.

As we say in the apparel industry – one size does not fit all.

We understand and accept that different user groups will have different business needs in any work environment and a single mobile App might not be suitable for everyone.

Therefore, in the present context, the specific group of users which will benefit the most from our App will be the Marketing and Promotion Managers of the individual stores. This application will not only make the overall process less time consuming and more efficient, but this will also simplify their system interaction by providing all the necessary information at a single place, thus eliminating the need of logging into multiple transactions for gathering information.

Persona



User Experience Journey

Current User Experience Journey

Duration of the Journey: 20 min



In the above user experience journey, the Red dots represent the pain points and the Blue dots represent important milestones and decision points.

Point of View

Radha, the Marketing Manager needs a way to **optimize distribution of the discount coupons to the best suited customers** so that **she can maximize sales revenue of the store.**

Mock up

The design of the App is based on Master-Detail layout.

Screen 1

On the left hand side there is a list of all customers (name and customer number) of your store, along with the average annual order value.

You may select any customer to see more details.

The first tab on the right side shows the historical frequency of orders from the customer. The chart shows the gap (in number of days) between consecutive orders.

You may search the customer by customer number, or may sort the customers based on the average annual order value if required.

If there is a huge gap, (more than 1.5 times of the Average Gap between purchases) then at the bottom of the screen, the drifting warning is displayed.

Customer ID	Customer Name	Average Annual Order Value (USD)
1001	Ms. DEF	1000
1002	Mr. ABC	4000
1003	Mr. GHI	500
1004	Ms. JKL	2000

Customer Promotion Dashboard	
1002 Mr. ABC	4000 USD
Age Group	30-35
Gender	Male
Statistics	Top 5 Purchases
Periodic Purchases	Hit Ratio
Suggested Coupons	
Relationship Duration	33 months
Average Gap between purchases	2 months
Gap since last visit	4 months
Warning! Drifting Away!	

Screen 2

The second tab shows the favorite items of the customer based on the historic data. This helps at the time of decision making, so that most appropriate coupons can be selected for this user.

Customers		Customer Promotion Dashboard	
<input type="text" value="Search"/>		1002 Mr. ABC	
1001 Ms. DEF	1000 USD	4000 USD	
1002 Mr. ABC	4000 USD	Age Group	30-35
1003 Mr. GHI	500 USD	Gender	Male
1004 Ms. JKL	2000 USD	<div style="display: flex; justify-content: space-around;"> Statistics Top 5 Purchases Periodic Purchases Hit Ratio Suggested Coupons </div>	
		Formal Shirts	9 times
		Formal Trousers	7 times
		Formal Shoes	6 times
		Blazers	4 times
		Ties	4 times

The user's Age Group, Gender and the preference of clothes also suggest the generic profile to a certain extent. For example in this case it can easily be observed that this user is an office worker (white collar job) in the age group of 30-35. This information will be helpful in the final decision.

Screen 3

The third tab displays any trend in historic data for purchases done close to important Personal Occasions (Birthday, Anniversary, etc.), or close to important Festivals/Holiday Seasons/Carnivals etc. In marketing, timing is everything. So if we see that this user has made frequent purchases around his birthday (which is also approaching) then it will be a nice move to send him the discount coupons as "Birthday Special" offer and delight him.

Customers		Customer Promotion Dashboard	
<input type="text" value="Search"/>		1002 Mr. ABC	
1001 Ms. DEF	1000 USD	4000 USD	
1002 Mr. ABC	4000 USD	Age Group	30-35
1003 Mr. GHI	500 USD	Gender	Male
1004 Ms. JKL	2000 USD	<div style="display: flex; justify-content: space-around;"> Statistics Top 5 Purchases Periodic Purchases Hit Ratio Suggested Coupons </div>	
		Birthday (29-March)	4 times Approaching
		Black Friday	4 times
		Christmas / New Year	2 times
		Valentine's Day	2 times
		4 th of July	2 times

Screen 4

The fourth tab displays the hit ratio of the past discount coupons. This data gives an idea of likelihood of the promotion offer being converted into actual sale. Higher the hit ratio, better the chances of getting more business from this customer. This information will be useful at the time of offering the discount coupons to the customer.

Customers		Customer Promotion Dashboard																							
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Screen 5

The final tab shows the 2 best-match coupons of specific products and 2 best coupons based on total spend, suggested by SAP predictive analytics. With all the information received in the first 4 screens, the decision can be done now by selecting the check boxes of the discount coupons that should be sent to this customer.

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Birthday offer <input type="text"/>		Send Discount Coupons		Cancel																	

The offer can be branded based on pre-defined options (Birthday Offer, Christmas Offer, Valentine's Day offer, etc) by simply selecting from the drop down.

When you hit the send button, the email will be delivered to the customer with pre-defined email text, along with the Personalized Discount Coupons.

SAP Web IDE App Prototype

This tab shows the favorite items of the customer based on the historic data. This helps at the time of decision making, so that most appropriate coupons can be selected for this user.

The screenshot shows a web browser window displaying the SAP Web IDE App Prototype. The browser tabs include 'Europe (Trial)', 'SAP Web IDE', and 'Personalized Discount Cou...'. The URL is 'https://webidtesting1676064-p13293645trial.dispatcher.hanatrial.ondemand.com/webapp/test/testFLPService.html?hc_orionpat...'. The application interface features a 'Customers' list on the left and a 'Customer Promotion Dashboard' for 'Mr. ABC' on the right. The dashboard shows a balance of 4000.00 USD and a 'ToLineItems (5)' section with a table of top 5 purchases.

Top 5 Purchases	Frequency
Formal Shirts	9 times
Formal Trousers	7 times
Formal Shoes	6 times
Blazers	4 times
Ties	4 times

Conclusion / Value Proposition

The main important benefits of this design approach for the mobile App -

1. User centric / Role-based – Focussed on the specific user group and scenario – provide only that information which is relevant for the user for this particular activity.
2. Simple / Intuitive – As compared to the original process in which user has to access so many SAP transactions and screens in multiple SAP systems, this Application provides the simplified view in a single screen. Very limited user training is required for this activity.
3. Efficient – User saves a lot of time in performing the activity which used to take twice the amount of time earlier by visiting so many transactions in the system + Organization saves a lot on training cost.
4. Delightful – Due to the Fiori like look and feel, ease of use, less chance of error, intuitive and user focussed application – User feel delighted, because he/she feels that someone is thinking from his/her point of view and cares about the specific things which he/she needs and wants.