

# Customer Service in a Micro Brewery

## Segmentation

Micro Breweries rely on a close relationship with their primary market which are the pubs, restaurants, clubs and other associations who buy their craft beer.



## Targeting

The Customer Service department within the brewery is responsible to take down the orders. That typically happens as a weekly replenishment cycle. The publican calls and places the orders for kegs, casks, bottles, spirits etc. Response time is crucial. All of that needs to be done in the short time of a phone call.

## Positioning

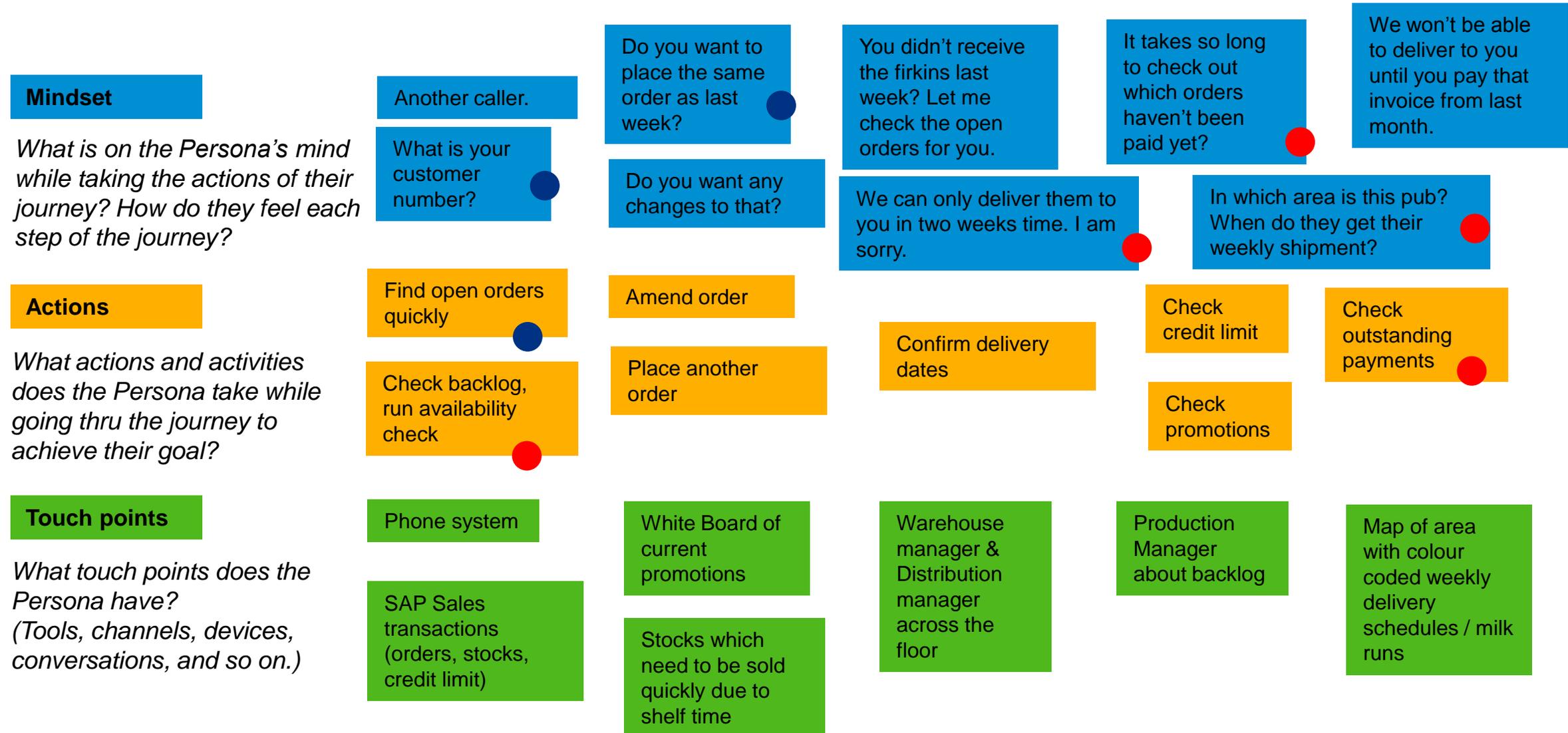
The Fiori app we are going to build needs to provide a quick and easy way to deal with any customer inquiry. The Customer relation manager needs to be able to see the backlog, take new orders, offer promotions and also keep an eye on the financial exposure to the customer.





# A day in Janice' life currently ...

Duration of a phone call approximately 4 min





Janice

# Mockup Order History

## Customers

## Order History

Search for customer



The White Swan 3,123.90 GBP

5 open order items

The Queen Victoria 1,199.90 GBP

3 open order items

The Stag 6,450.00 GBP

1 open order items

The Poacher's Rest 4,451.99 GBP

2 open order items

The White Horse Inn 1,771.00 GBP

4 open order items

## The Queen Victoria

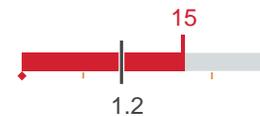
1,199.90 GBP

Tenant: Mark Rutherford

Address: Finkle Street 12, Richmond, DL10 8AY

Weekly delivery on: Wednesdays

Exposure (£K)



- Who?
- Where?
- When?
- Exposure?

### ITEMS (3)

Order	Item	Quantity	Total	Date	Status
<input type="checkbox"/> 10045	Autumn Amber – Keg	1	213.00 GBP	28/04/2015	Open
<input type="checkbox"/> 10045	Bishop's Ale – 330ml	24	756.00 GBP	28/04/2015	Delivered
<input type="checkbox"/> 10029	Red Punk - Cask	3	230,90 GBP	21/04/2015	Invoiced
<input type="checkbox"/> 10029	Red Punk – 330ml	3	76,00 GBP	21/04/2015	Paid
<input type="checkbox"/> 10021	White Cockerel - Cask	3	650,90 GBP	21/04/2015	Paid

### Status Details

Order/Item: 10045/1  
 Description: Autumn Amber - Keg  
 Quantity: 1 Keg  
 Date: 28/04/2015

### Fulfilment progress

Delivery: 8000467/1 05/05/2015  
 Shipment: n/a n/a  
 Invoice: n/a n/a  
 Payment: n/a n/a

- Order History?
- Backlog?
- Paid?
- Status?

- Cancel items quickly
- Copy items and create new order (next slide)



Copy & Create



Cancel



### Create sales order



Ship to



Order items



Promotions



Credit check



Completed

687.23  
GBP

#### Add items to order

Product	Description	Quantity	Unit price	Total		Status
45678	White Cockerel – Cask	<input type="text" value="2"/>	216.97 GBP	433.93 GBP		Added
67798	Red Punk – 330ml	<input type="text" value="10"/>	25.33 GBP	253.30 GBP		Added
42176	Stylish Lager - Keg	<input type="text" value="0"/>	167.00 GBP	0.00 GBP		Declined

# Mockup

## Create order with reference to previous items

- Add more products manually possible
- Simple way to include items from previous orders
- Simple way to remove items from previous orders



### Create sales order



Ship to



Order items



Promotions



Credit check



Completed

700.23  
GBP

#### Add promotions to order

Promotion	Description	Quantity	Unit price	Total		Status
90000201	BOGOF – Autumn Amber	<input type="text" value="3"/>	13.00 GBP	39.00 GBP		Added
90000213	Beer glasses – Autumn Amber	<input type="text" value="0"/>	1.50 GBP	0.00 GBP		Declined

- Simple way to add promotions

# Building the "Order history" view and the app at work ...

The image shows a development environment with a code editor on the left and a browser window on the right. The code editor displays the XML structure for a table component. The browser window shows a running application with a 'Customers' list, a 'Customer details' form, and an 'Order History' table. Three callout boxes highlight specific design components.

```
<Table id="OrderItems" headerText="Order items" mode="MultiSelect" select="onRowSelect" items="{path: 'SOItems', parameters: {select: 'CustomerId, OrderId, Item, Value, DeliveryDate, Status'}}" >
  <!--Sales order-->
  <Column minScreenWidth="Tablet" demandPopin="true" width="10%" >
    <header>
    <Label text="{/#SOItem/OrderId/@sap:label}" />
    </header>
  </Column>
  <!--Product description-->
  <Column minScreenWidth="Tablet" demandPopin="true" width="10%" >
    <header>
    <Label text="{/#SOItem/Item/@sap:label}" />
    </header>
  </Column>
  <!--Ordered Quantity-->
  <Column minScreenWidth="Tablet" demandPopin="true" hAlign="Right" width="10%" >
    <header>
    <Label text="Quantity" />
    </header>
  </Column>
  <!--Value-->
  <Column minScreenWidth="Tablet" demandPopin="true" hAlign="Right" width="10%" >
    <header>
    <Label text="{/#SOItem/Value/@sap:label}" />
    </header>
  </Column>
  <!--Delivery Date-->
  <Column minScreenWidth="Tablet" demandPopin="true" width="10%" >
    <header>
    <Label text="{/#SOItem/DeliveryDate/@sap:label}" />
    </header>
  </Column>
  <!--Status-->
  <Column minScreenWidth="Tablet" demandPopin="true" width="10%" >
    <header>
    <Label text="{/#SOItem/Status/@sap:label}" />
    </header>
  </Column>
</columns>
```

**Design component "Customer details form"**

**Design component "Exposure bullet chart"**

**Design component "Table order items"**

Customer	Value
The White Swan	534.50 GBP
The Queen Victoria	132.00 GBP
The Stag	6,450.00 GBP
Poacher's Rest	1,723.06 GBP
The White Horse Inn	4,451.91 GBP
Liquid	7,776.79 GBP
Aberdeen Rugby Club	5,598.92 GBP
The Anchor	3,037.80 GBP
The Boozy Cow	983.13 GBP

Order	Item	Quantity	Value	Date	Status	
<input type="checkbox"/>	212334	Bishop's Ale	10 Keg 30Ga	340.00	Jul 8, 2015	Open
<input type="checkbox"/>	212339	Red Punk	15 Bottle 330ml	31.50	Jul 8, 2015	Delivered
<input type="checkbox"/>	211003	Swale Ale	3 Cask 45Ga	163.00	Jul 1, 2015	Invoiced

# Building the “Create sales order” view and the app at work ...

The image displays the SAPUI5 development environment. On the left, the SAP Web IDE interface shows the project structure and the code editor for `CopyCreate.view.xml`. The code defines an `IconTabBar` with five tabs: Address, Items, Promotions, Credit Check, and Completed. The `Items` tab is selected and contains a table for order items.

```
<core:View>
  xmlns:core="sap.ui.core"
  xmlns:mvc="sap.ui.core.mvc"
  xmlns="sap.m"
  xmlns:html="http://www.w3.org/1999/xhtml" controllerName="customerservice.view"
  <Page title="Create new sales order" icon="sap-icon://back" showNavButton="true" >
    <content>
      <IconTabBar selectedKey="__filter0">
        <items>
          <!--Address-->
          <IconTabFilter text="Address" count="" icon="sap-icon://shipping">
            <content>
              <Text text="Special content for this tab goes here ..." />
              <Text text="{CustomerId}" />
              <Text text="{OrderId}" />
              <Text text="{Item}" />
              <Text text="Test" />
            </content>
          </IconTabFilter>
          <!--Items-->
          <IconTabFilter text="Items" count="" icon="sap-icon://list">
            <Table
              id="tabOrderItems"
              headerText="Order items"
              mode="MultiSelect"
              select="onRowSelect"
              items="{path: 'SOItems', parameters: {select: 'Product'}}"
              <headerToolBar>
                <ToolBar>
                  <ToolBarSpacer />
                  <Button id="toolbarbtn1" text="Add" type="Default" />
                  <Button id="toolbarbtn2" text="Remove" type="Default" />
                </ToolBar>
              </headerToolBar>
              <columns>
                <!--SPProduct-->
                <Column minScreenWidth="Tablet" demandPopin="true">
                  <header>
                    <Label text="{/#SOItem/Product/@sap:label}" />
                  </header>
                </Column>
                <!--Product description-->
                <Column minScreenWidth="Tablet" demandPopin="true">
                  <header>

```

On the right, the running application is shown in a browser. The page title is "Create new sales order". It features a search bar and a table of customers with their total values. A yellow box highlights the `IconTabBar` at the top, which includes icons for Address, Items, Promotions, Credit Check, and Completed. A yellow callout box points to this component with the text "Design component 'Order taking icon tab bar'".

Product	Item	Quantity	Unit price	Value	Date	Status
No data						

Customer	Total Value (GBP)
The White Swan	534.50
The Queen Victoria	132.00
The Stag	6,450.00
Poacher's Rest	1,723.06
The White Horse Inn	4,451.91
Liquid	7,776.79
Aberdeen Rugby Club	5,598.92
The Anchor	3,037.80