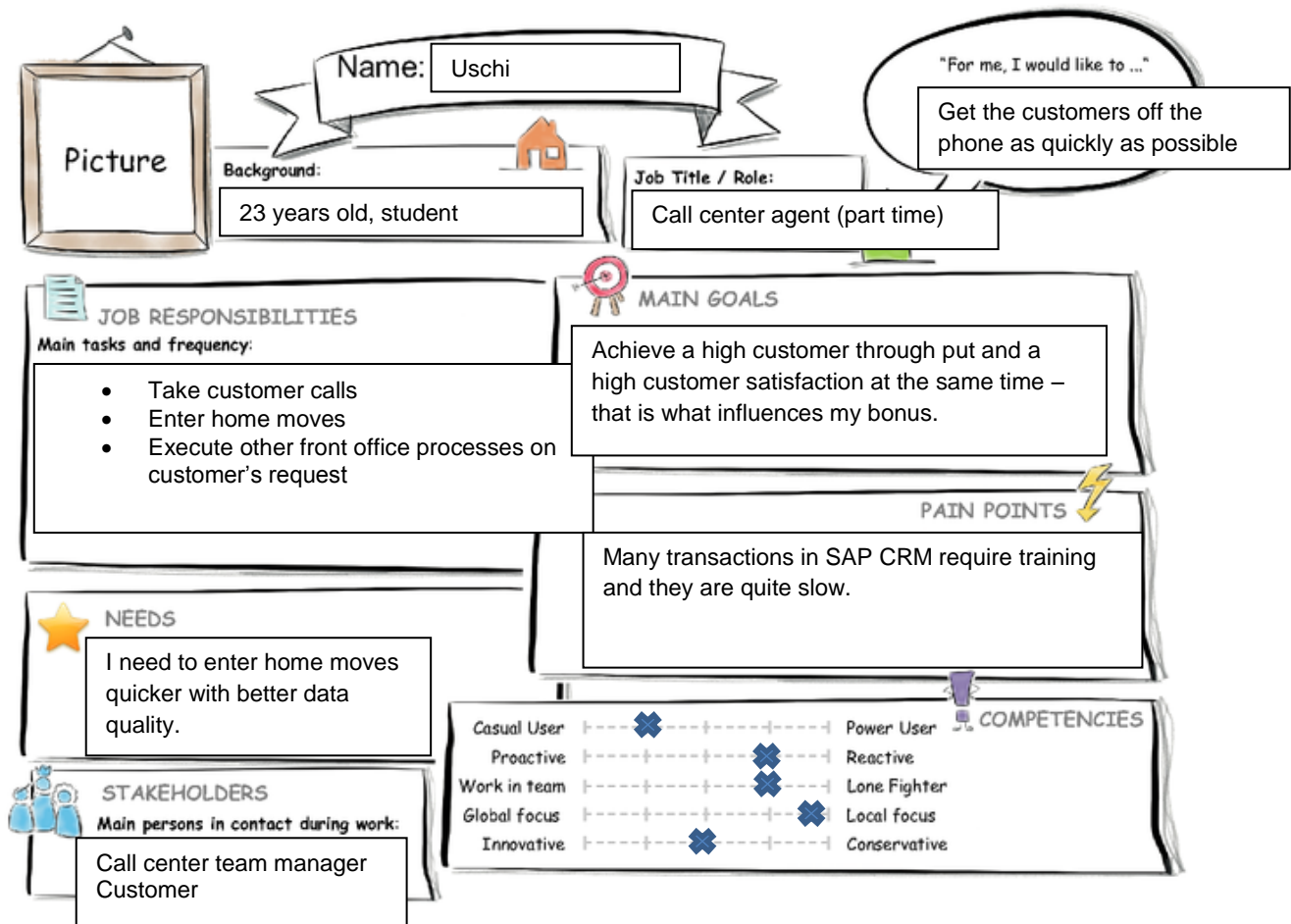


Story:

We are a supplier in the utilities industry meaning our customers buy their electricity from us. Our residential customers (ordinary people living in ordinary flats or houses) move often from one place to another and call us to inform us about their home move.

The current SAP CRM screens for home move are pretty complex and our call center agents struggle to serve our customers on the phone within an appropriate time. We would like to have a FIORI-App for our front-office agents to quickly enter home moves while the customer is on the phone.

Persona:



User Experience Journey:

Current User Experience Journey

Duration of the Journey: 5 minutes

Mindset

What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?

What contracts do I need to move out?

Why is the screen so chaotic?

What are current meter reads?

Why do I have to move the mouse up again to continue???

What's the new address?

What products shall I sell to the customer?

Take care of payment

Actions

What actions and activities does the Persona take while going thru the journey to achieve their goal?

Click on contract overview

Enter meter reads at the end of the screen

Search for address

Create / Identify point of delivery

Take over products from old contract

Configure product attributes

Ask for payment method

Touch points

What touch points does the Persona have? (Tools, channels, devices, conversations, and so on.)

CRM Screen 1

CRM Screen 2

CRM Screens 3+4

CRM Screens 5+6

CRM Screen 7 (+more if payment method changes)

Mock-up

Screen 1 – select contracts for move out

The screenshot shows a web application interface for selecting contracts for move out. The interface is divided into a left sidebar and a main content area.

Left Sidebar (Premises (3)):

- Search
- 1 High Street City 1
Since 01/01/2013
- 2 High Street City 2
Since 01/01/2013
- 3 Lower Street City 3
Ended 31/01/2015

Main Content Area (Contracts at premise):

2 High Street, City 2 Open Amount: € 10,23

Alternative payer: -
Billing blocks: Not blocked
Open amount: 10,23 EUR

Contracts (3)

Division	Product	Since
Electricity	Electricity Plus	01/01/2013
Gas	Gas Basic	01/05/2013

Move out

Screen 2 – enter move out date and meter reads (optional)

hzcon
expect excellence

 User Name ▼

← **Move out**

Address: 2 High Street, City 2

Move out date:

Meter Reads

Division	Meter number	Register	Read	Read Date
Electricity	4711	HT	<input type="text" value="341,466.2"/> kWh	<input type="text" value="05/05/2015"/>
Electricity	4711	NT	<input type="text" value="15,234.6"/> kWh	<input type="text" value="05/05/2015"/>
Gas	12345767	HT	<input type="text" value="129,812"/> kWh	<input type="text" value="05/05/2015"/>

Save and close
Save and move in

Screen 3 – move in

hzcon
expect excellence

 User Name ▼

← **Move in – basic data**

Move in date

Move in date:

New Address

City:

Street:

House number:

Flat number:

Point of delivery:

Payment

Payment Method: ▼

IBAN:

Generate SEPA mandate:

Move in

Screen 4 – move in (technical data)

hzcon expect excellence

User Name

Move in – technical data

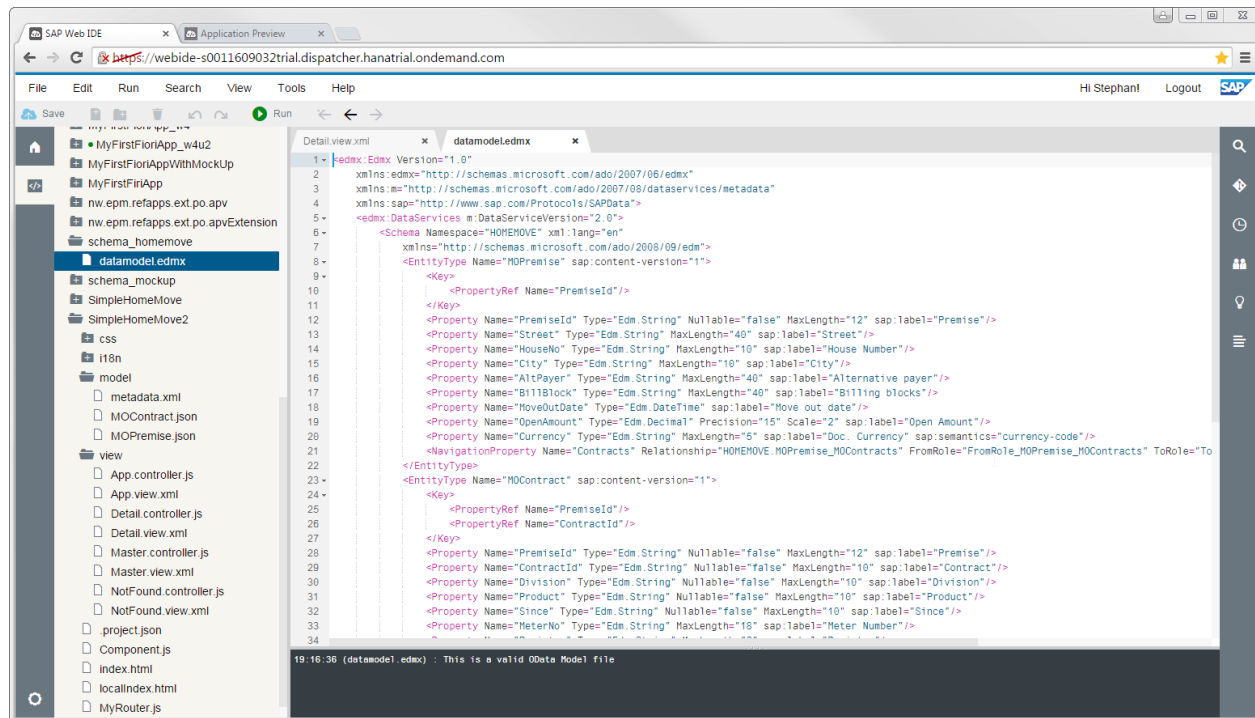
Meter Reads

Division	Meter number	Register	Read	Read Date
Electricity	<input type="text" value="65789"/>	HT	<input type="text"/> kWh	<input type="text" value="06/05/2015"/>
Gas	<input type="text" value="91472"/>	HT	<input type="text"/> kWh	<input type="text" value="06/05/2015"/>

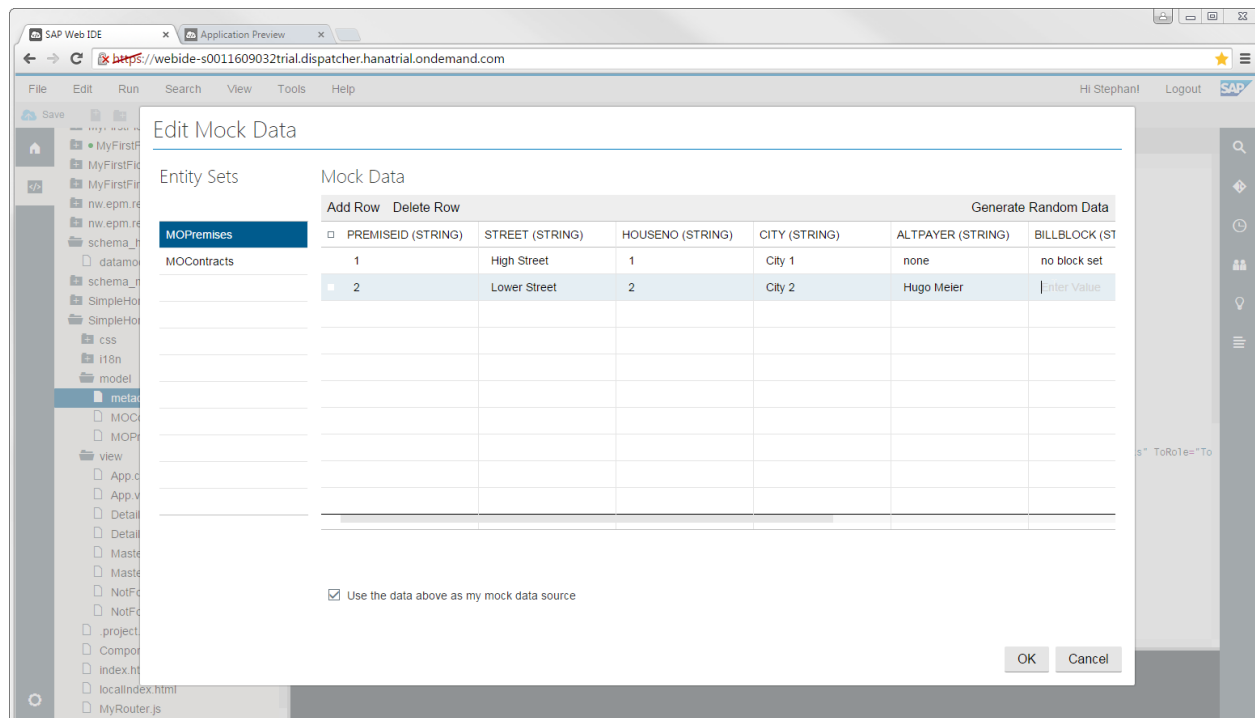
Save and done

SAP Web IDE App (Development started):

Defining the data model:



Editing mock data:



Run with mock data:

