

App “On time payments from customers”. Story

- Dmitry is the sales manager in the pharmaceutical distribution company “Strong Health” - a famous distributor of pills from various illnesses. The main customers of “Strong Health” are the pharmacies of the city, they order a lot of pills, the company “Strong Health” is having about 30% of the market share of the city. There are more than 100 pharmacies that Dmitry is responsible for, they all order few times per month. Monthly the “Strong Health” sends the invoice to each pharmacy with the request to pay for the goods as per contract terms. However it is necessary to remind the pharmacies about timely payment and manage the overdue invoices.
 - *Dmitry is working within “Strong Health” for about 5 years and has been recently promoted to a manager. He is always on the way, travelling from one pharmacy to another conducting negotiations, presenting new medicine and asking for the payment of the invoices already issued. As a manager he is responsible that his customers pay the invoices on time. If the invoices are not paid on time, Dmitry does not get part of his monthly bonus that is up to 50% of his salary, so Dmitry is interested in getting the job done.*
- He needs to have in one place a list of due soon and overdue customer invoices including the communication so that he could timely remind the customers about payments to be done to “Strong Health” for the pills that they ordered.
 - *As he is always on the way, it takes time to ask every time the accounting department to provide him such information on all his numerous customers.*
 - *It is also challenging for him to search in his big book for the results of the calls he did to customers.*
- The **App “On Time payments from customers”** is designed to help the sales managers to ensure ontime payments from their customers by showing the overview of invoices due next week and overdue, by allowing to send gentle reminders about not paid invoices and to track all communication history.
- Segmentation: this App can be used in any industry, that works with many clients. Primary segment is commercial organizations within Pharma and Retails industries.
- Targeting: Main target audience is the sales managers.
- Positioning: It is particularly can be helpful for the sales managers who are on the way and need timely information on their customers payment discipline.



Dmitry Zdorovov

Sales Manager in the pharmaceutical distribution company "Strong Health"

About

30, married, Masters degree in economics. 5 years of sales experience, has been promoted to manager recently and is highly motivated in getting job done.

Works with

Accounting department, admins

My goal is that all my customers pay invoices on time.

My tasks are

- to monitor all invoices that have been send but not paid to each customer,
- shortly before the due date to remind the customers that the invoices will be due soon,
- Call the customers about overdue invoices, ask the customers when invoices will be paid

My pain points are

- Information about overdue invoices is coming to me too late, when I can not influence it any more.
- Can not have an overview of all invoices due and overdue while I am on the go
- Communication history about all 100 pharmacies is in my big paper book...

Job responsibilities

- I am responsible that my customers are paying the invoices on time.
- I am responsible for tracking the payment behavior of the customers

Needs

- I need to know which invoices are due next week and which are overdue. Currently I have ask for this information our accounting department and they need few days to prepare it. So I get it too late.
- Need to send the gentle reminders to the customers operatively from app, currently I should do it via email and I can mix contacts.
- Need to track the history of the communication with the customer. Currently I use notes.

App "On time payments from customers". POV

Dmitry

The sales manager of the pharmaceutical distributor company

Needs a way to

have in one place a list of due soon and overdue customer invoices including the communication history

So that

He could timely remind the customers about payments to be done.

App "On time payments from customers". Current User Experience Journey

Duration of the Journey: 45 min

Mindset

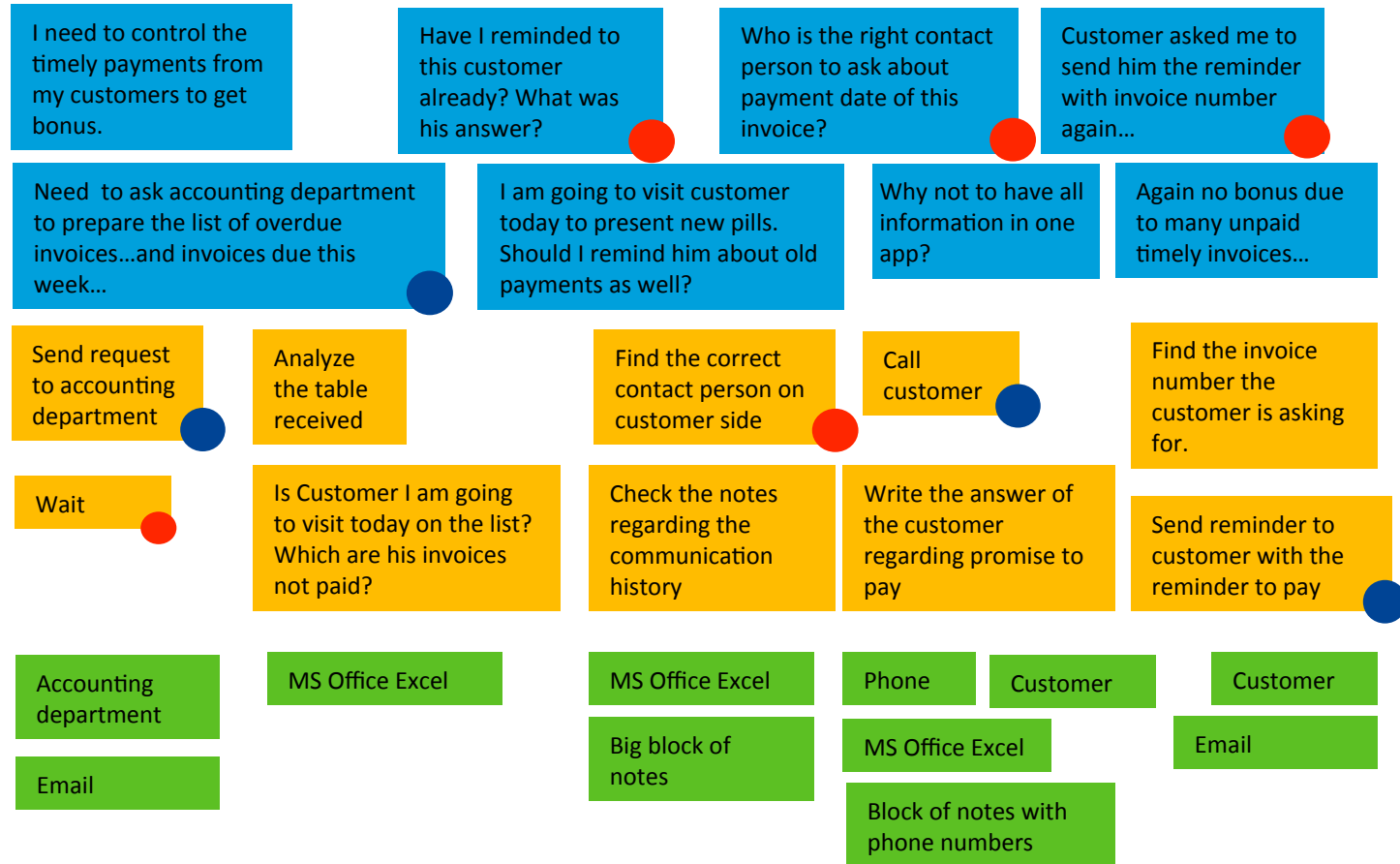
What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?

Actions

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

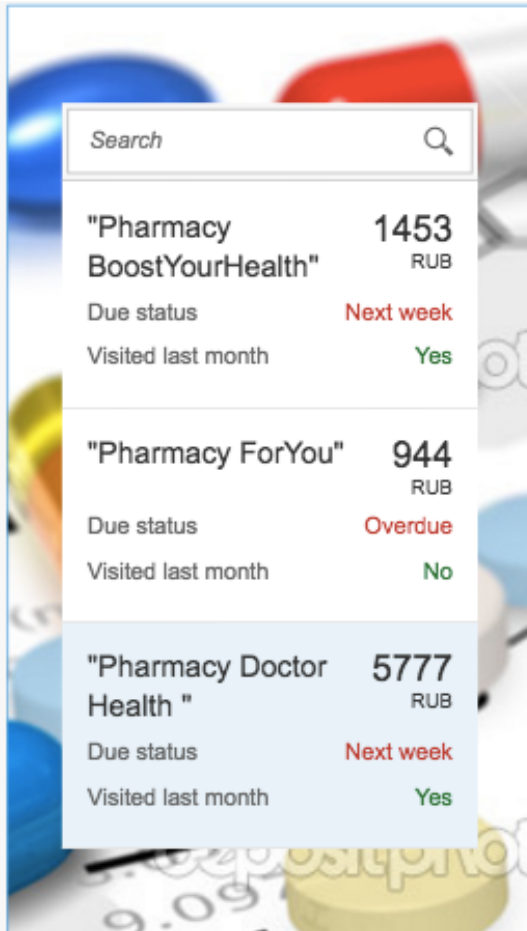
Touch points

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

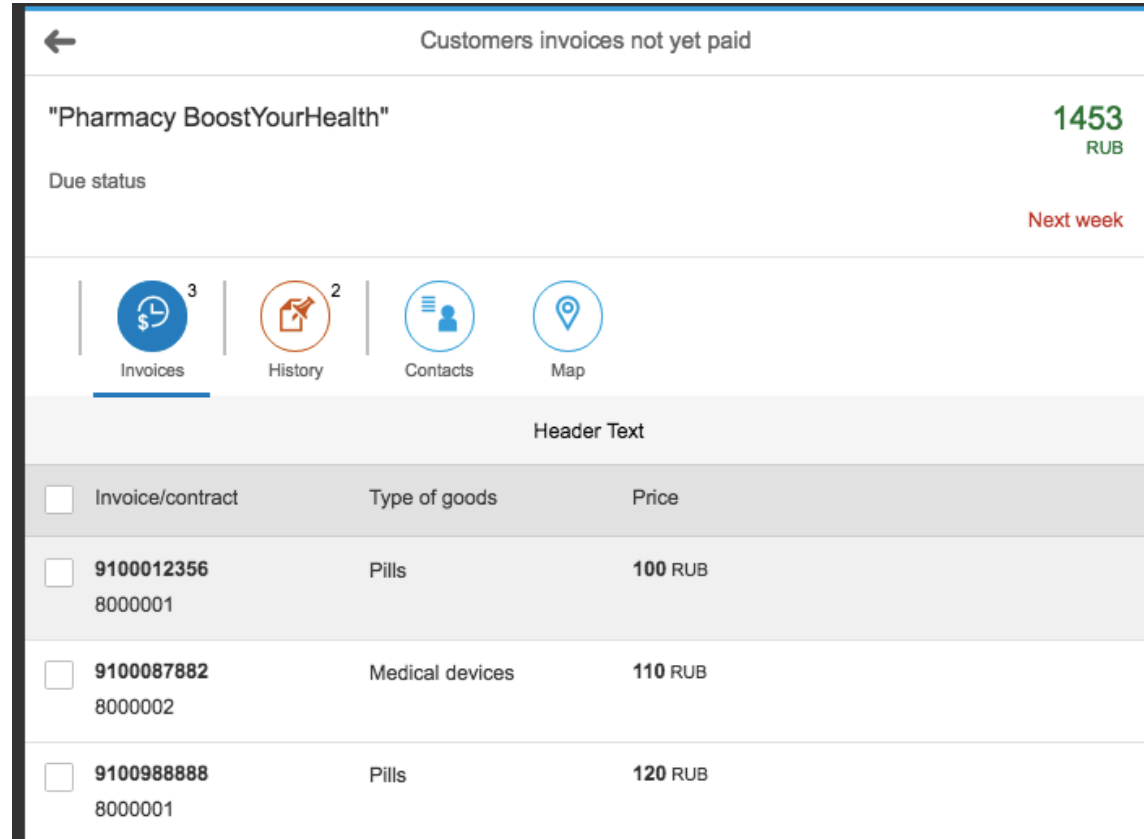


App "On Time payments from customers": Mock-up (1/2)

Step 1. Select customer.



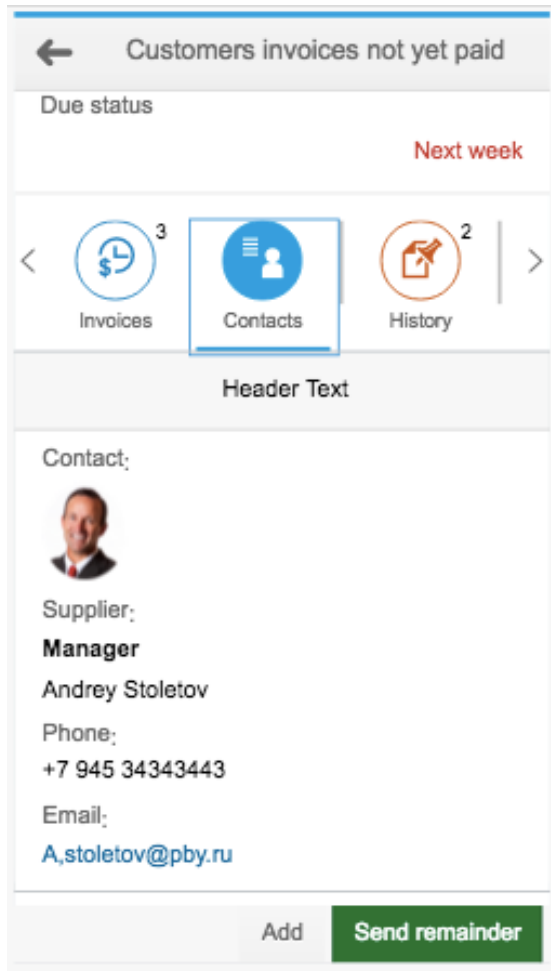
Step 2. Analyze the invoices list that are due soon and overdue.



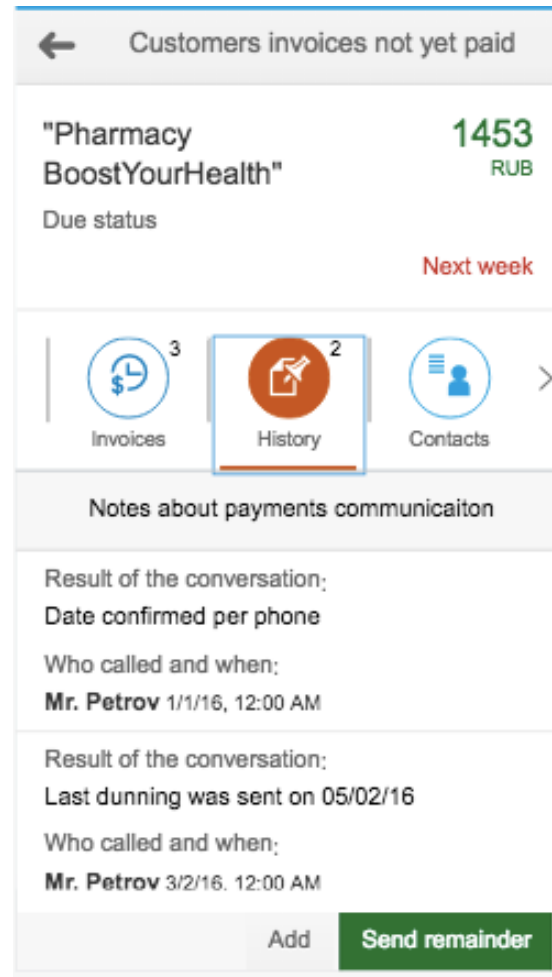
Link to study: <https://standard.experiencesplash.com/home/projects/2133ae8e40e2d10c0ba692a3/research/participant/f8373d9cf4ec4db00ba8198f>

App “On Time payments from customers”: Mock-up (2/2)

Step 3. Find contacts and call customer by phone.



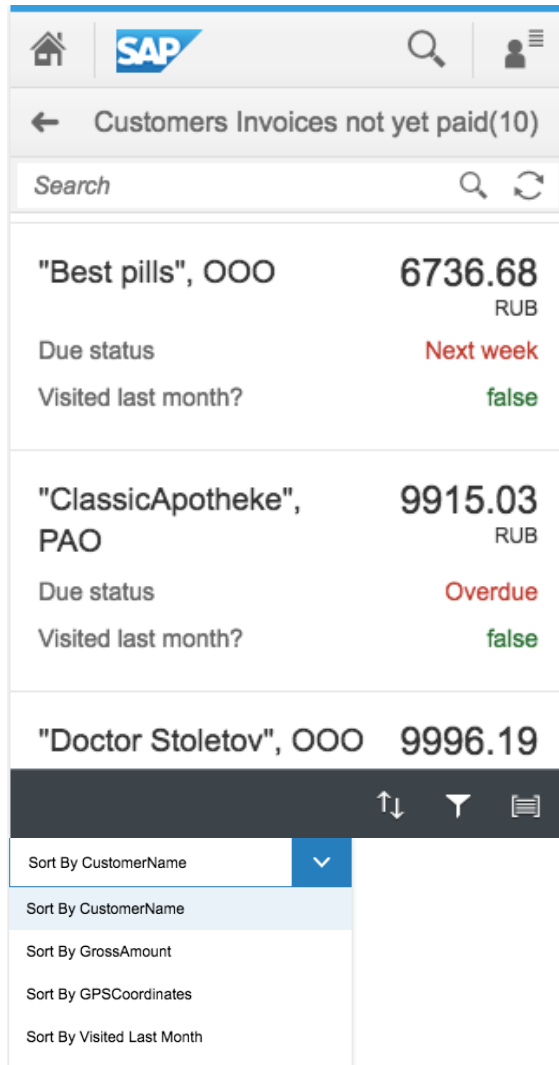
Step 4. After call register the results of the call by pressing Add button.



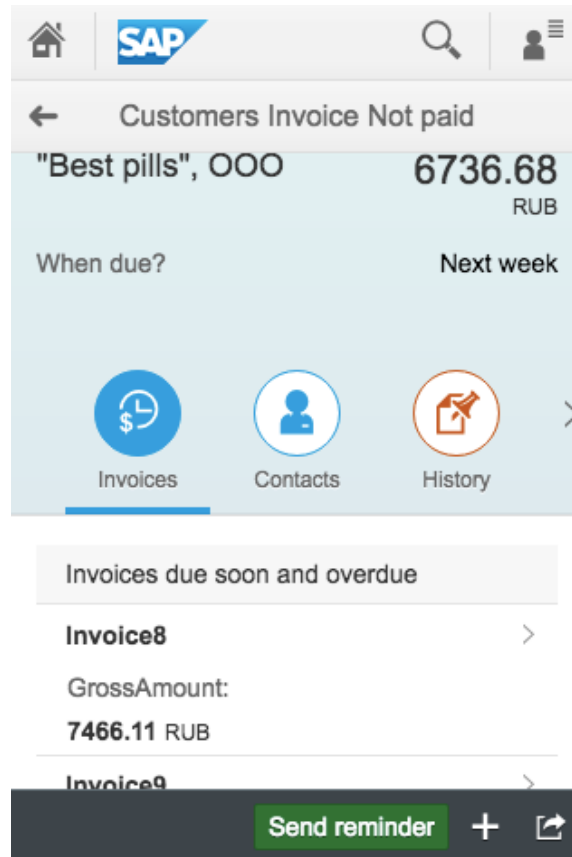
Step 5. Send reminder to the customer by pressing Send reminder. The information about unpaid invoices will be send to the customer.

App "On time payments from customers". SAP WEB IDE Prototype (1/3)

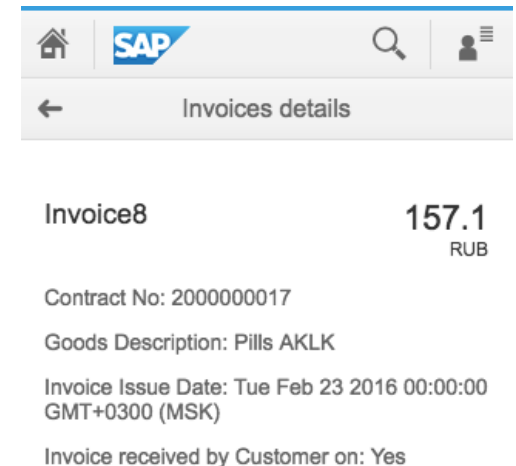
Step 1. Select customer, you can sort by statuses and other attributes if needed.



Step 2. Analyze the invoices that are due soon and overdue by pressing **Invoices Tab**.



Step 3. Get more information by navigating from the invoice list to the details of each invoice: contract number, invoice issue date. Press **back** button to return to the customer.



App "On time payments from customers". SAP WEB IDE Prototype (2/3)

Step 4. Go to the **Contacts** tab and call customer by phone. Explain him the situation and explain the content of the invoice you are waiting to be paid.

The screenshot shows the SAP mobile app interface. At the top, there is a navigation bar with a home icon, the SAP logo, a search icon, and a user profile icon. Below this is a header for 'Customers Invoice Not paid' with a back arrow. A tab bar below the header has three tabs: 'Invoices', 'Contacts' (which is selected and highlighted in blue), and 'History'. The main content area features a circular profile picture of a man in a suit. Below the picture, there are three text input fields: 'Name, position & phone:' containing 'Mr.Uspehov Mikhail Specialist', '+7 (495) 789 33 30', and 'Contact mail:' containing 'm.uspehov@contr.ru'. At the bottom of the screen, there is a dark bar with a green 'Send reminder' button, a plus sign, and a share icon.

Step 5. Go to the history of communication by pressing **History Tab**. Check the history, then press **Add** button.

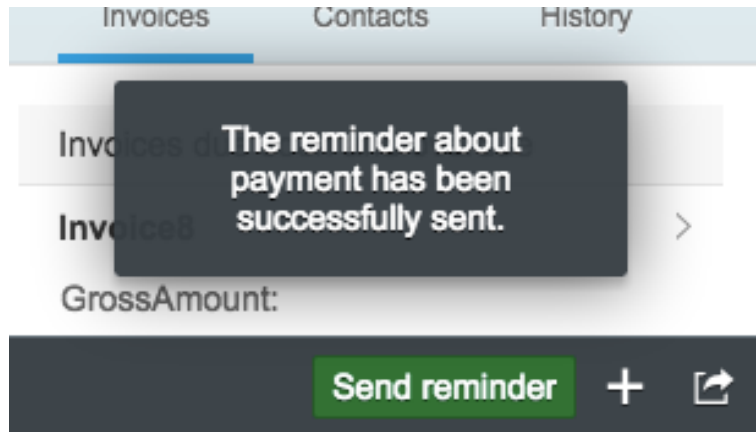
The screenshot shows the SAP mobile app interface with the 'History' tab selected. The header and navigation bar are the same as in the previous screenshot. The main content area displays 'Reminders history' with a 'Date and details:' section. It shows a date 'Mon Apr 04 2016 00:00:00 GMT+0300 (MS)' and a note 'Customer promised to pay on 10.05.2016.'. Above this, there is a summary of the invoice: 'Best plus, 000' and '07 30.00 RUB', with 'When due?' set to 'Next week'. At the bottom, there is a dark bar with a green 'Send reminder' button, a plus sign, and a share icon.

Step 6. In the new window Add the results of the communication with the customer. Press **Save**. Press **back** to return to the previous screen.

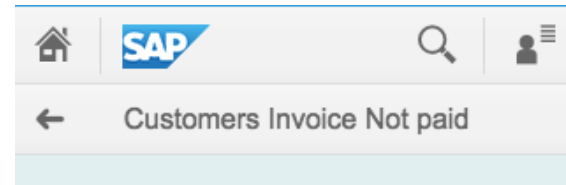
The screenshot shows a new screen titled 'Results of talk to customer' with a back arrow. The main content area has a section 'Results of phone call to customer' with a 'Date of communication:' field containing '2016.20.04' and a 'Result:' field containing 'Called to the customer, payment expected n'. At the bottom, there is a dark bar with a 'Cancel' button and a blue 'Save' button.

App "On time payments from customers". SAP WEB IDE Prototype (3/3)

Step 6. Press **Send reminder** button. The mail with the information about the invoices will be sent to the customer.



Step 7. Press **Back** button to navigate to the main menu.



This is the End of the submission App "On time payments from customers".
Thank you for your attention.