

SAP Customer Experience

Best Practices for a Successful Retail Execution Implementation with SAP Sales Cloud

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PUBLIC



Agenda

Functional Overview

Key Configurations

Master Data

Visit & Activity Planning

Visit Execution

SAP Sales Cloud

Field Sales Execution Functional Overview

- Territory planning
- Survey and priority planning
- Route and visit planning
- Content and picture Assignment

- 360-degree store view Order history
- Visit task and audit preparation
- Check past notes and results
- Check content and pictures
- Check store performance

- Audit analytics
- Survey results and scoring metrics
- Order and Promotional Analytics

- Drive priorities in store Product-/ competitor product audit
- Store-/ shelf checks
- Image Intelligence
- Promotional activities and documents
- Manage and install POSM
- Order management (Including Pricing)
- Asset check and service
- Collections
- Visit summary and next visit planning



Key Configurations

Business Configuration

Optimize the business process using the right scoping & fine tuning options

Visits & Routes

- Scheduling of route templates
- Visit Check-In / Check-Out
- Mandatory check
- Geo-Fencing
- New visit prompt
- Check-In validations
- Time Window for generation of tasks & surveys (Fine Tuning)

Surveys

- Enable versioning for changes
- Control the UI texts in product surveys
- Enable Add Product options
- Define Question / Answer categories for reporting (Fine Tuning)
- Product Determination and classification

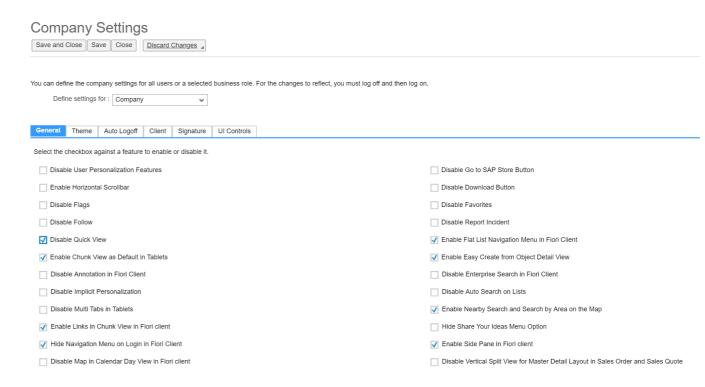
Sales Orders & Pricing

- Local Summary for offline usage
- Add Product control
- Graphical Signature
- Define document types with maintenance modes (Fine Tuning)
- Pricing relevance of Item Categories (Fine Tuning)
- Configurable Price Elements (Fine Tuning)

Company Settings

Optimize the experience using the right company settings

- Enable Flat Navigation for End users using company settings for their roles
- Disable quick view for reducing a click to navigate
- Enable links in chunk view to facilitate navigation
- Enable side pane in Fiori client for improve screen space optimization
- Enable Near By Search if you have Geocoordinates for your account master data
- Enable the Map in Calendar Day view to facilitate adhoc planning
- Enable the setting to hide navigation menu for better screen space optimization
- Enable vertical split for master detail for improved user experience on mobile device

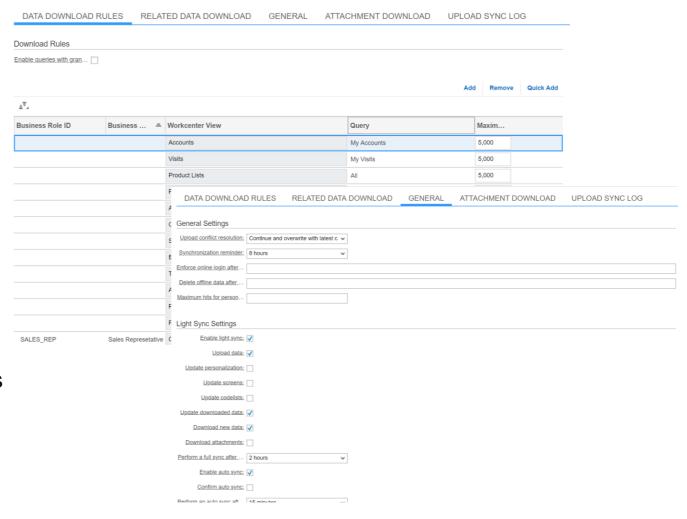


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Offline Settings

Optimize the offline experience with optimal offline settings

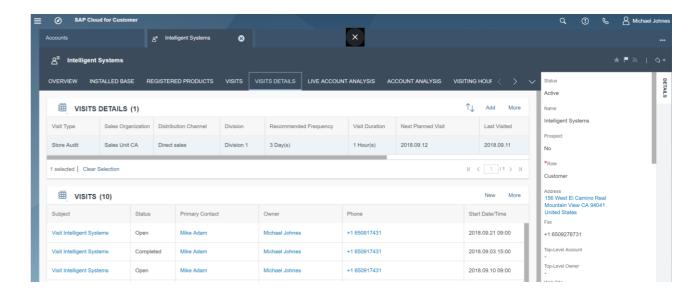
- Restrict data download rules to ensure that only the required data is downloaded to offline
- Enable the option to grant access to ensure that activity plans and price master data are available offline (if needed)
- Reduce related data download to optimize sync times
- Enable scheduled sync to reduce user intervention in sync
- Define light sync settings for faster sync times for intraday sync
- Define attachment download limits to further optimize sync times

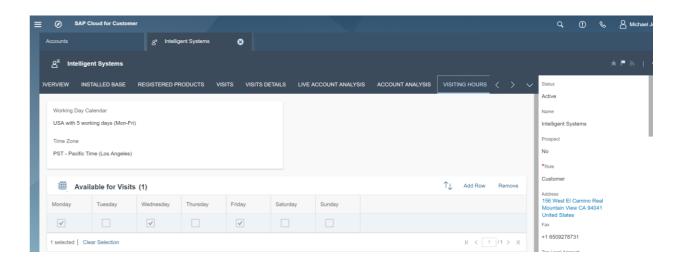


Master Data

Account Master Data

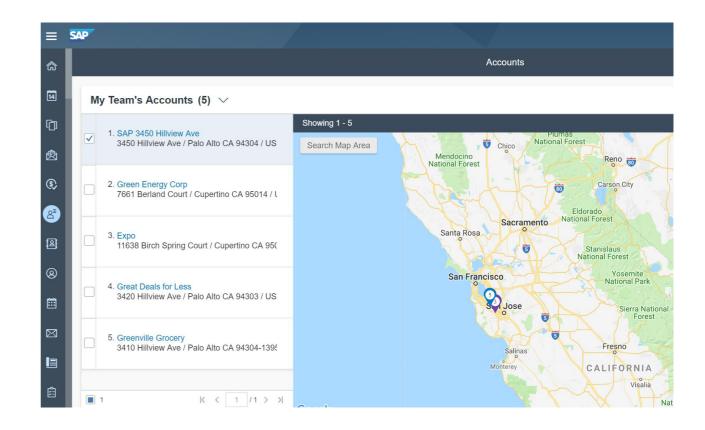
- Maintain recommended visiting frequency to derive due/overdue visits
- Visit planning by visit type / sales area for higher flexibility
 - Maintain visiting info by sales area if multiple sales reps are visiting the same account from different sales areas
- Maintain visiting hours for effective planning





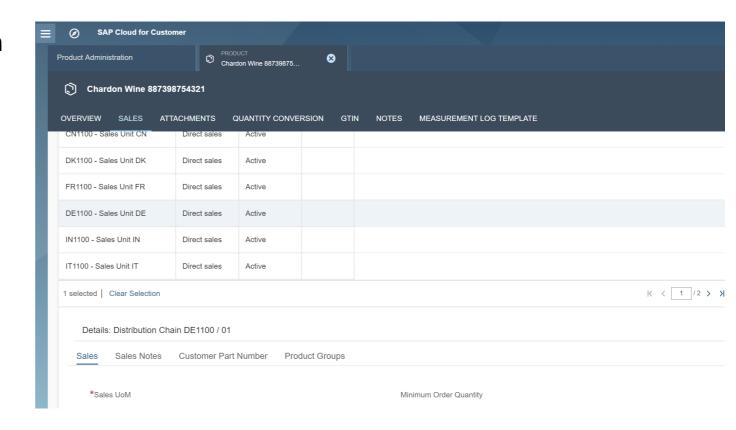
Account Master Data

- Maintain geo-codes for:
 - Adhoc visit planning (company setting)
 - Geo fencing (business configuration)
 - Near Me search (company setting)
- Use SAP DQaaS or 3rd party service for address validation
- Geo-codes can be uploaded via APIs
- Enrich Account 360 with analytical reports (not in Overview facet)



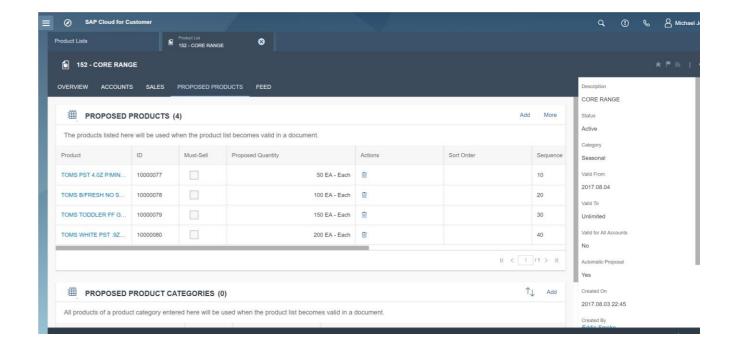
Product Master Data

- Maintain Product image so as to use in order entry / surveys
- Maintain sales information
 - > Sales organization / sales area
 - > MoQ
- Maintain GTIN for barcode scanning



Product Lists

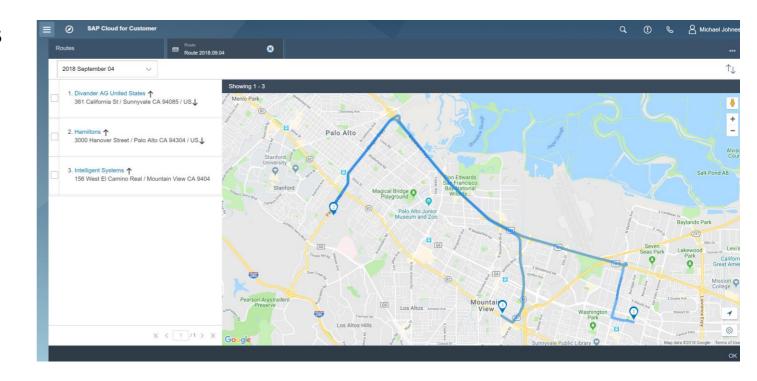
- Use product lists for managing assortments by customer / hierarchy / target group / all
- Use automatic proposal flag if the list is to be pre-populated in the order entry screen
- Proposed quantity enables a preproposal of order quantities
- Use Product List categories for flexibility in dynamic determination of products in surveys



Visit & Activity Planning

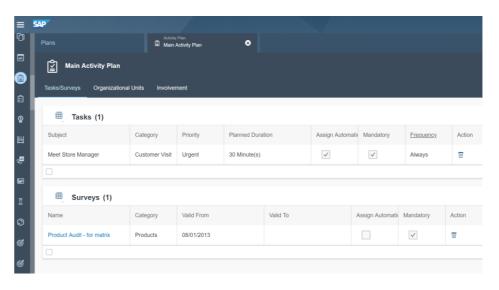
Route Planning

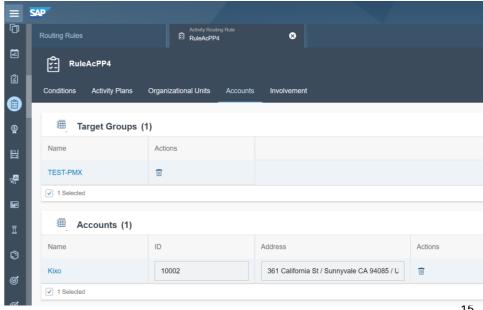
- Use route planning for planning visits in advance
- Use queries such as "Due" and "Overdue" visits in the Add Accounts screen
- Leverage map view for improved visualization
- Maintain default header parameters
- Use map and calendar view to finally visualize the route
- Use scheduling of route templates for repetitive daily route generation



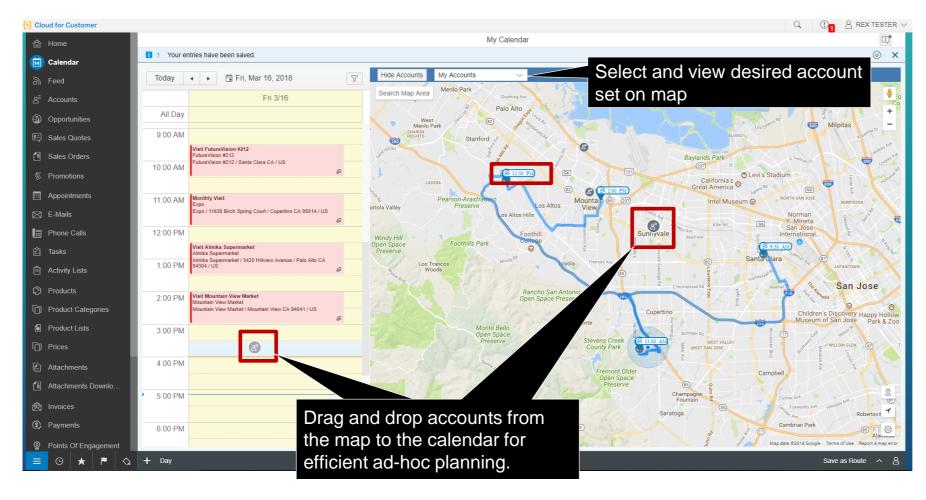
Activity Planning & Routing Rules

- Enable fine tuning activity for time window of activity generation to be as close to visit time as possible
- Use frequency (always / one-time) to differentiate one-time tasks from recurring ones
- Maintain task attachments in library and reference within activity plan to avoid attachment replication
- Use Accounts tab in Routing Rules and not rules to directly assign activity plans to accounts / target groups





Ad hoc Visit Planning using Calendar Map

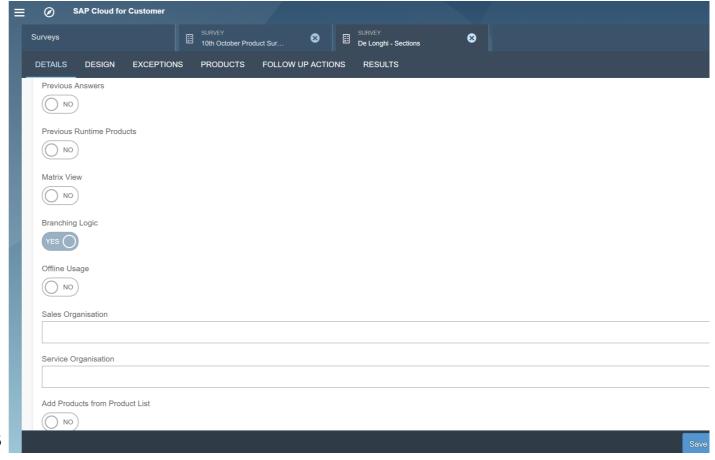


Utilize the map alongside your day's visits to search for nearby accounts and effectively plan ad-hoc activities.

- View your existing activities for the day mapped with travel path
- Show desired accounts on map through account query selector
- Drag and drop desired account(s) from map to calendar to plan an ad-hoc activity

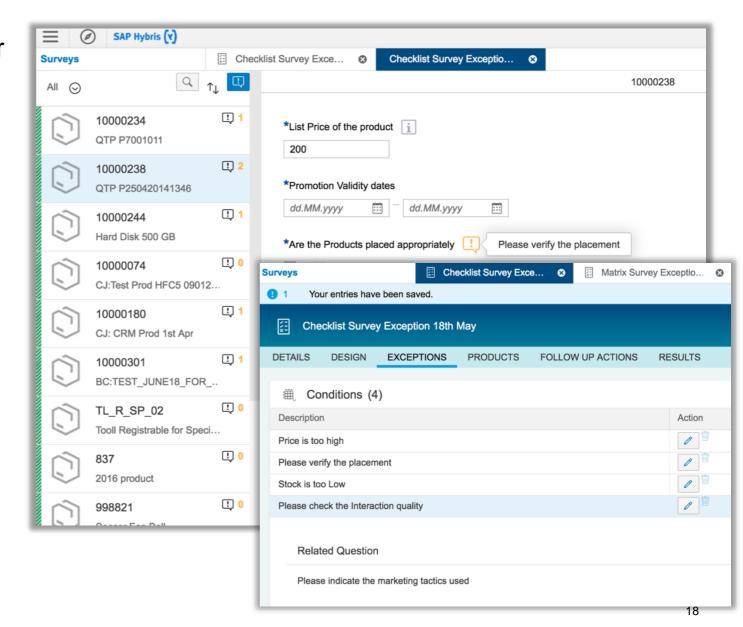
Surveys

- Use matrix vs standard product surveys depending on number of products and questions.
 - Few questions with large number products matrix
 - Large number of questions standard
- Use survey header features such as:
 - Add Product from Product Lists and the Rule framework
 - Previous Answers / Previous Runtime Products
- Leverage categories (fine tuning) for effective survey analytics
- Use branching logic for dynamic surveys



Surveys

- Use exceptions in product surveys for helping guide user in identifying anomalies and taking action
- Use follow-up actions to create sales order from survey results for product surveys
- Leverage additional information / question level attachments / default values / value ranges for improved user guidance
- Select the right answer visualization option for optimal experience
- Use product classification for quickly prioritizing the products while taking a survey



Visit Execution

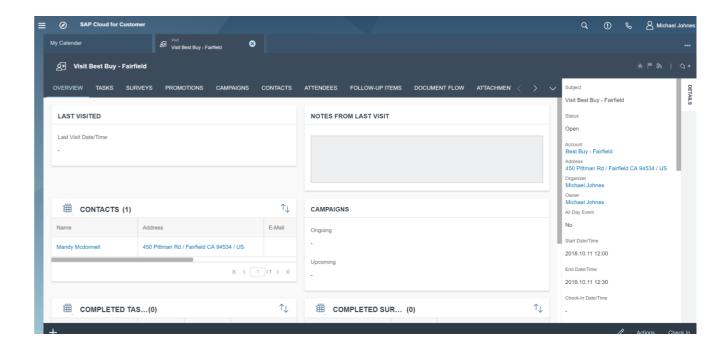
Homepage & Navigation

- Leverage homepage as the single point of access and navigation
- Include KPI tiles and Report tiles for key metrics of user's interest
- Include filter tiles to help users directly navigate to required dataset (My Visits, My Accounts, etc.)
- Use Upcoming Activities tile for navigation into Calendar
- Click on 'logo' to return to Home
- Include launch points to external apps
- Use Company Settings by Role to enable flat navigation for users



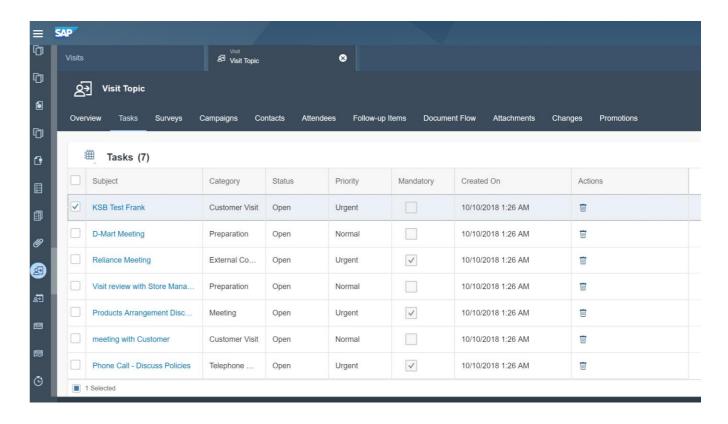
Visit Execution - General

- Encourage users to use calendar as the point of entry for navigating to visits or managing schedule
- Adapt the Visit screen to only show required tabs and fields
- Include account level analytics for easy access in any tab other than the first one
- Enable check-in/check-out to capture visit duration and location for follow-on reporting
- Use side-pane structure for better screen space optimization
- Generate Summary using Workflows



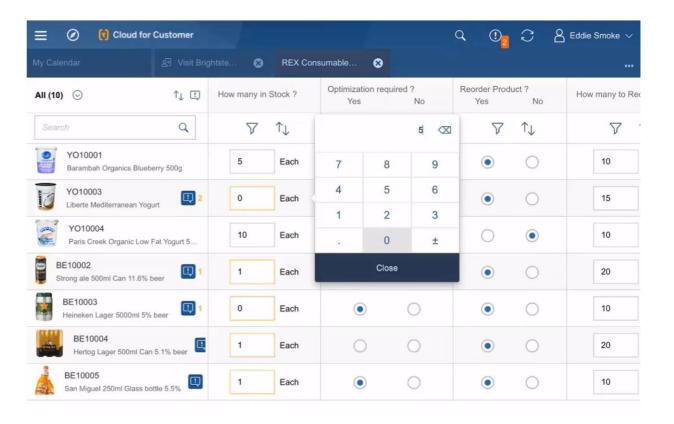
Visit Execution – Tasks & Surveys

- Use workflow to Refresh visit on create or manually select the action to see tasks/surveys immediately (automated action is not recommended if there are a large number of worklist items)
- View notes/attachments without navigating into task
- Select multiple tasks to Set to Complete for quicker completion



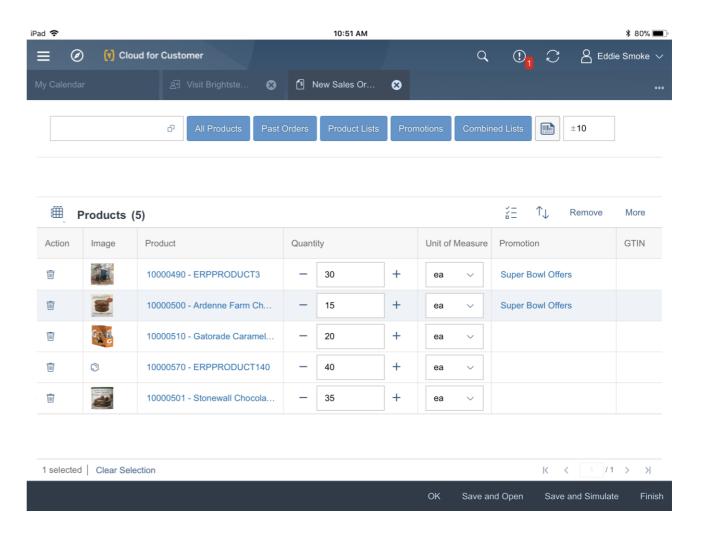
Visit Execution – Tasks & Surveys

- Leverage matrix survey features for user productivity
 - Mass answers
 - Filtering
 - Barcode based search / add
 - Sorting



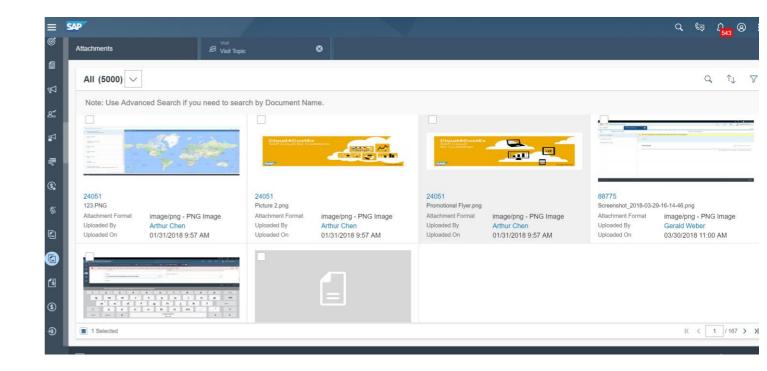
Visit Execution – Order Entry

- Use Add Products screen in create for faster entry of products
- Use Adaptation to enable only required columns/options and to sequence them.
- Use Simulate if price/ATP is required at time or ordering. Else, use Finish to exit from the order process quicker.
- Leverage product lists to auto-propose or help users pick the right products
- Enable offline pricing w/ integration to ECC if required
- Create order from visit/customer to enable pre-population of basic data



Visit Execution – Attachment Search

- Use Related Attachments under Surveys to search for all items that have been added as attachments to survey responses – pictures, documents, etc.
- Use Attachments under Library to search for attachments linked to all other objects
- Enable image views for better visualization



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Thank you.

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