

How we got 1000 customers using our SAP Hybris Online Store

A Business Owner and Business Analyst story

Intro – Us & Our Approach Today



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From a Business Analyst and Business Owner perspective how we **successfully** reached our target of **1000 customers in the online store** through:

1) Creating an online store that customers wanted to use

2) Taking our business stakeholders on the change journey

Background

2015 – **'DIGITAL FOR GROWTH' PROGRAM'** – 3 sub projects

- Hybris Commerce (SAP Commerce cloud)
- Hybris Cloud for Customer (SAP Sales & Service Cloud)
- Hybris Marketing (SAP Marketing Cloud)

PROJECT GOAL: to create an Omni-channel experience for our customers through:

- Introducing a new Sales & Service model across the business
- Reaching new customer segments with Online sales

AGILE – this was the start of our Agile journey for

How to deliver a result

Set An Ambitious Goal

Make sure you set something that will help build momentum behind change
Always work backwards from where you want to land

Connect cross functions to your goal early on

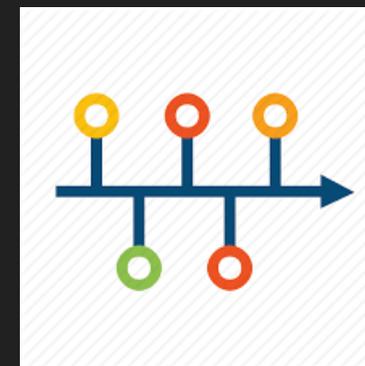
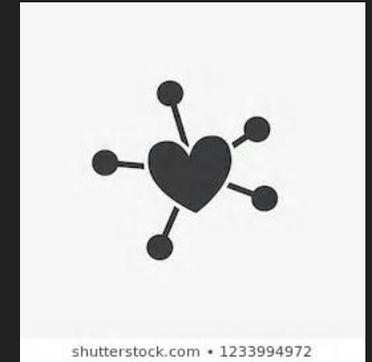
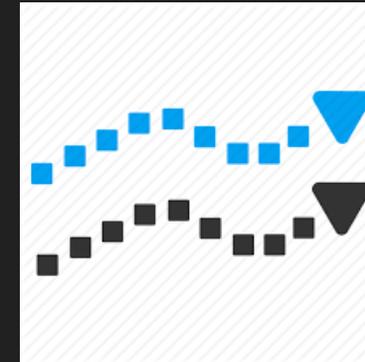
Keep departments a signal that you will require their help to make it work
A proactive approach will help accommodate any changes in plan.

Build a trend line to show momentum

Give updates a regularly as possible – Daily works best with sales
Always have data that can be traced back from the smallest to largest common dominator

Have milestones – Celebrate success

Milestones are important as it helps demonstrate momentum to the business
Gives you options to pivot if things are not on track



Agile Journey

Get your product in users hands as quickly as possible

You learn more about your customers than you can ever achieve simulating scenarios

Progress over perfection

Directionally accurate will provide you with exponential learning opportunities

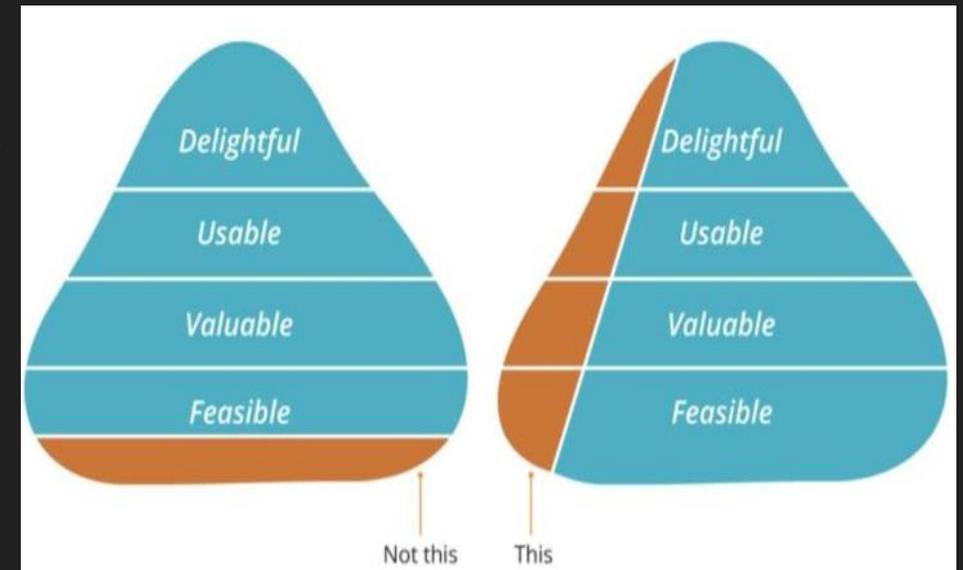
Take your customers on the journey

Pick the right customers and educate around agile
Bring them on the journey and let them have a voice

Be Bold and Brave

If you have stakeholders engaged then these functions will help mitigate any risks or challenges through MVP process

Minimum Viable Product (MVP) Approach





DIY DAZZA

Quote: "My world isn't 9 – 5, Monday to Friday."

Who I represent: Don't want to / can't interact with current service model. I need convenience.

My motivation for buying from X:

Functionalities I need:

Information I need:

Service and Support I need:



GOT IT TOGETHER GARY

Quote: "I know exactly what I want." "Just keep me stocked up & supported."

Who I represent: Medium & high quality informed retailer (MSO), the efficient and organised/planned business owner who has good financial acumen.

My motivation for buying from X:

Functionalities I need:

Information I need:

Service and Support I need:



SHOP AROUND SALLY

Quote: "I am price conscious and I shop around, I value speedy delivery and flexibility." "Beverages are not my core products"

Who I represent: Alternate supply (I currently get my product elsewhere!).

My motivation for buying from X:

Functionalities I need:

Information I need:

Service and Support I need:

BA Tool – Persona's

Business Tool - Anchoring

Anchor off simplicity

Build a couple of key buckets that you can organize a backlog into – Align 'business' to these key buckets

Language alignment

Ensure all stakeholders are aligned to your buckets
All indications around project lead with these buckets

In scope out scope

Keep ALL stakeholders connected with what you are working on – Equally share with the business what is not a priority.

3 pillars of success:



ACQUISITION

Building
Scale



FREQUENCY

Getting Users
Using our store



BAU

Systems and
process to
support platform

Ways of Work

Remove layers to accelerate decision making

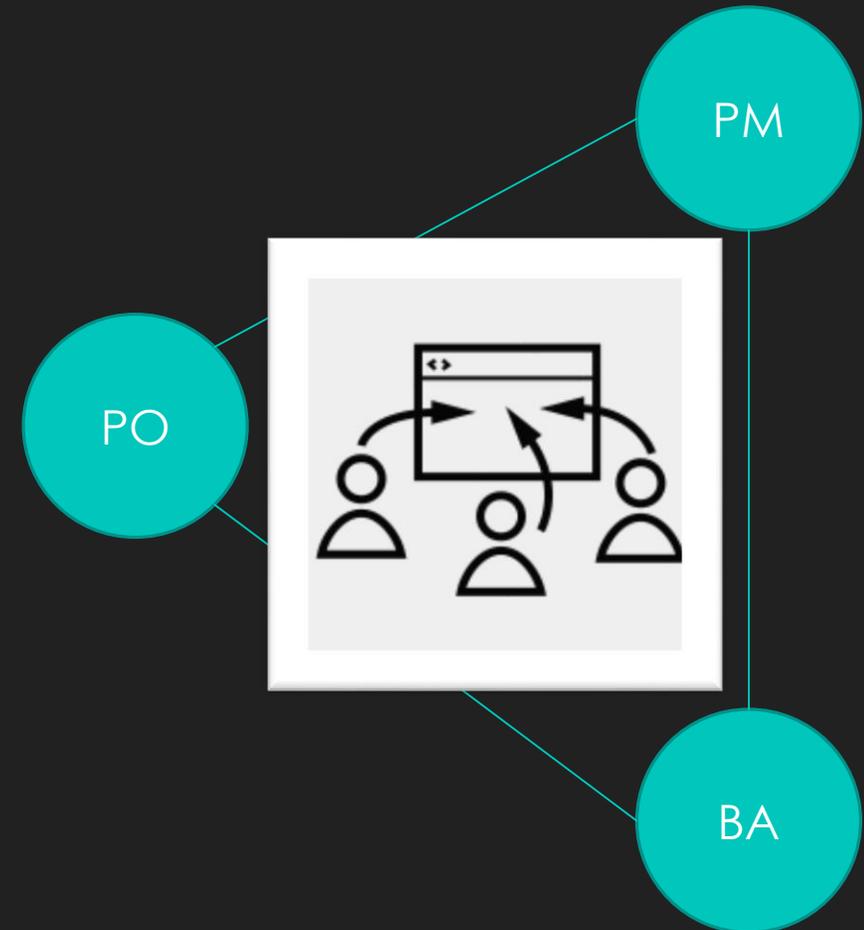
Funneling ideas through reduction in decision makers
Get the right people in the room to make a difference

Create paths to get things done

Utilise the power of a small autonomous team once your project is in flight
to continue momentum to goals

Be willing to consider another approach

We all have our usual ways / approaches / focus areas that we like to
take, sometimes you need to take a leaf from your colleagues approach
to create success and learning



Engaging the team

Help comes from the strangest places – Beyond you

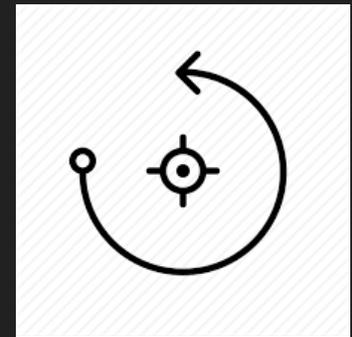
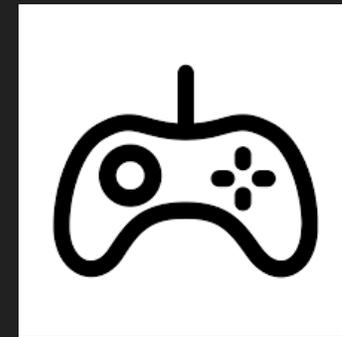
Big break through was when reflecting across other projects we got some help from a pricing project that opened structured pricing for unstructured accounts

Gamification to build momentum

Sales love a challenge and a goal – Make sure you leverage incentives and focus of ALL the resources you have available and make it fun.

How to double down on quick wins – Focus

We had a situation where we were delivering a 'OK' trend line but we needed our pipe fill to accelerate so we put together focus group that removed blockages for field and customers EG instant onboarding ETC.



Managing Stakeholders

Regular Updates of progress is important

Senior stakeholders want to see ROI from their investment, field were more motivated by progress towards goal and incentives.

Make sure they are visible to business – Screens, email updates ETC

Dashboard

Don't be distracted by the detail

Projects are like ducks on water, only certain levels of the business need to be distracted by what's happening below the water.

Only sound the alarm if you absolutely need to.

'Rainbow' roll out chart

Always communicate milestones and pivot points

If you have a done a great job with trend lines and projected milestones this part becomes very easy – Just make sure that if there is a decision required you capture the context and information on hand

Wrap Up

TOOLS & APPROACHES

- Goals, milestones, celebrate success
- Agile, MVP
- Persona's
- Anchoring, 3 Pillars
- Ways of work, autonomy, agility
- Engaging the team
- Managing stakeholders