

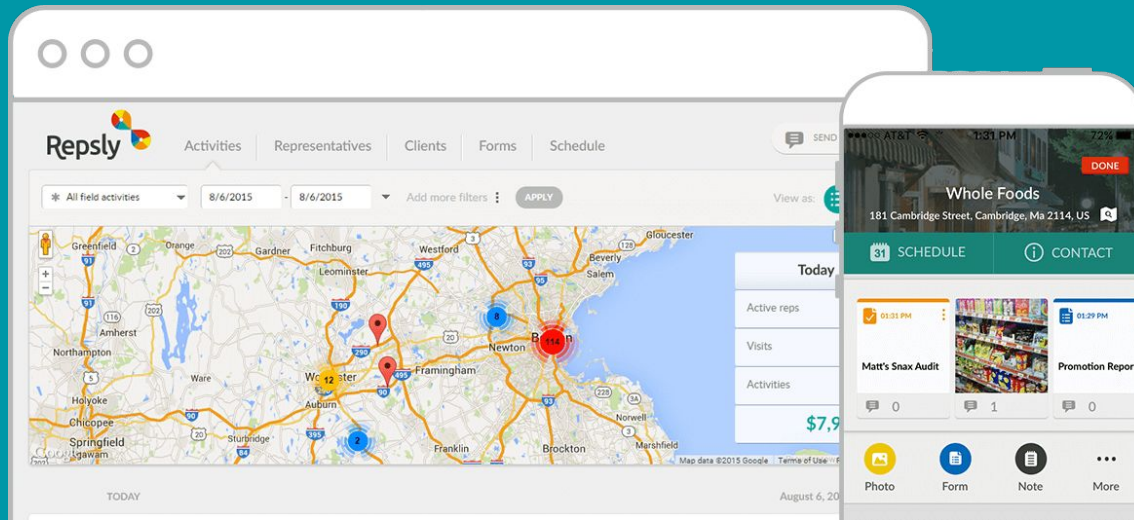
User experience

Design

UX TESTING

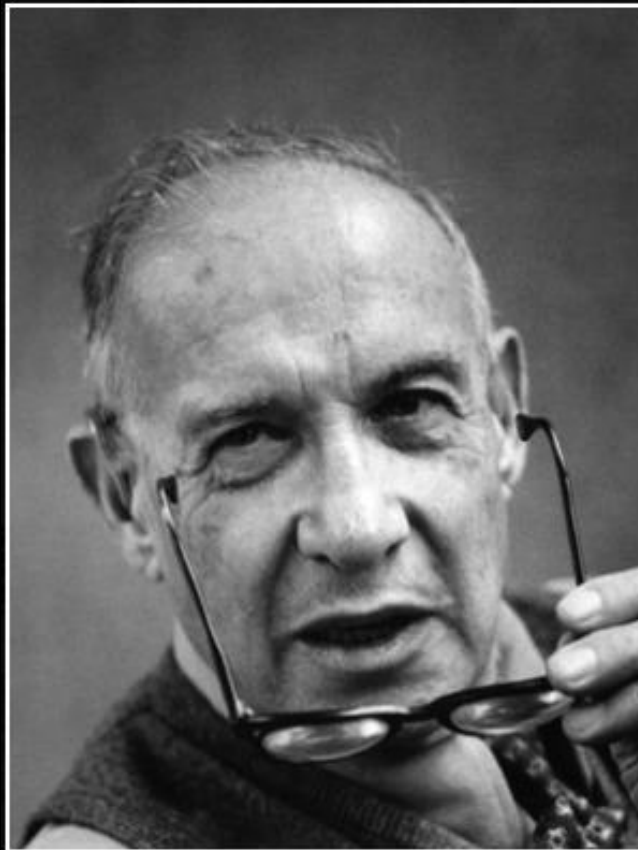
Product Development Sanity Check

Repsly is a cloud based CRM solution that optimizes workforce management and efficiency for field teams. We assist managers with team management, client management, scheduling, and data collection & analysis.



Repsly was built around the belief that business tools should be simple and easy to use. Our vision is to make field work fun and collaborative for both managers and reps.

WHAT TO BUILD?

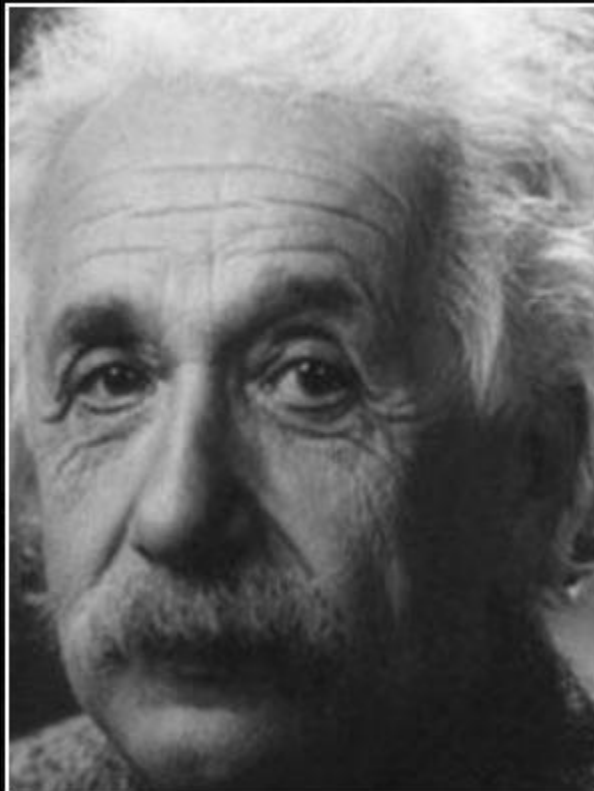


It's more important to do the right
thing than to do things right.

— *Peter Drucker* —

AZ QUOTES

HOW TO BUILD?



Make everything as simple as
possible, but not simpler.

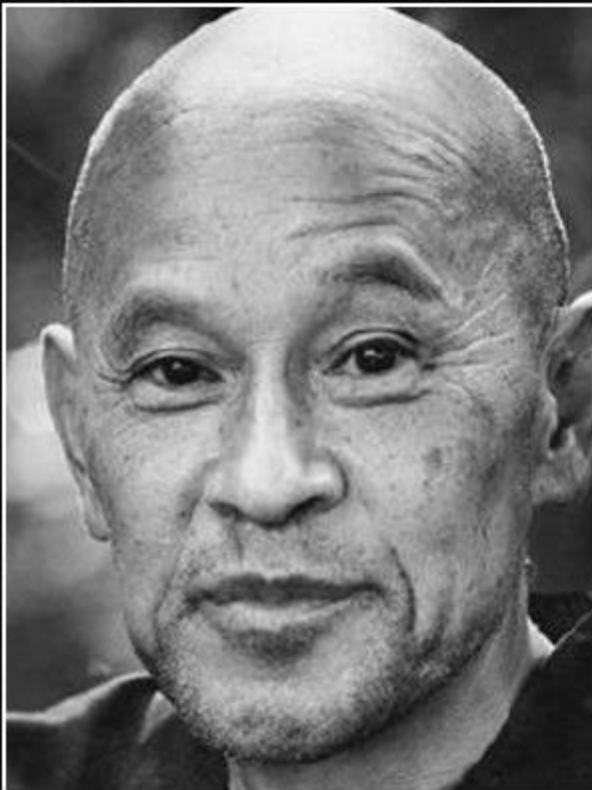
— *Albert Einstein* —

AZ QUOTES

PROCESS

- Defining concept (use cases)
- Testing concept (resellers, CSMs, QA)
- Creating user stories and acceptance criteria
- Creating prototype
- Testing on prototype (resellers, CSMs, QA)
- Design final mockups





In the beginner's mind there are
many possibilities, in the expert's
mind there are few.

— *Shunryu Suzuki* —

AZ QUOTES

EXAMPLES / Messages

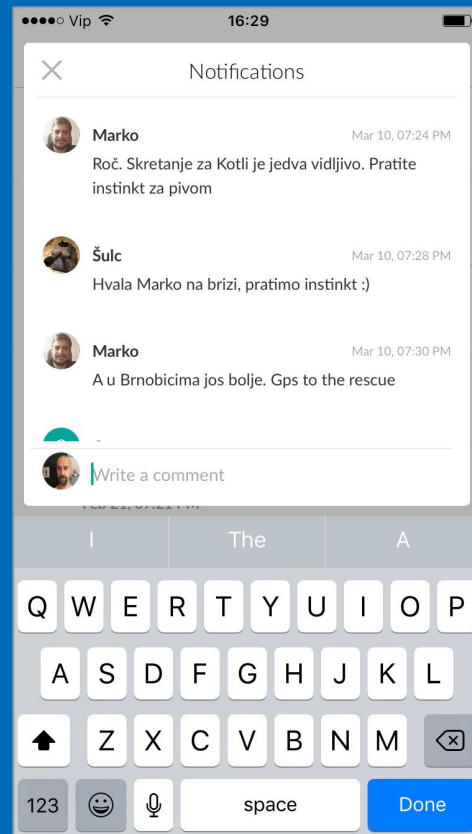
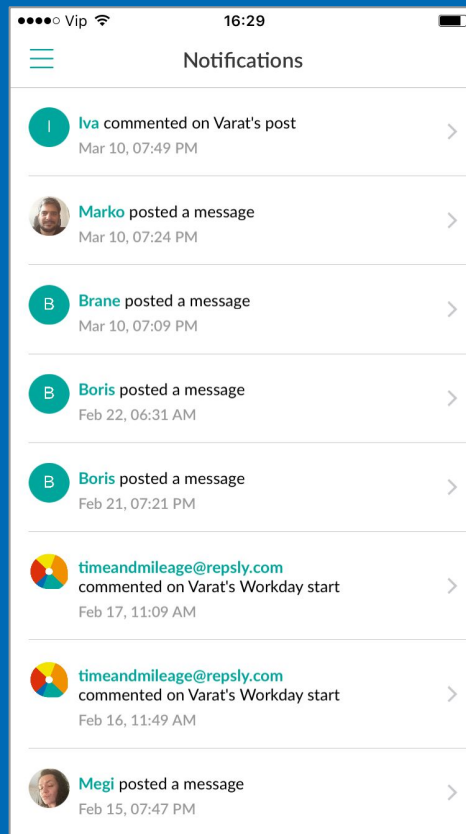
“There is no info on who is talking with who and all answers are mixed together - this is useless.”

“Communication through app is terrible. I can see a great potential there but even this (primitive) version is not working as it should.”



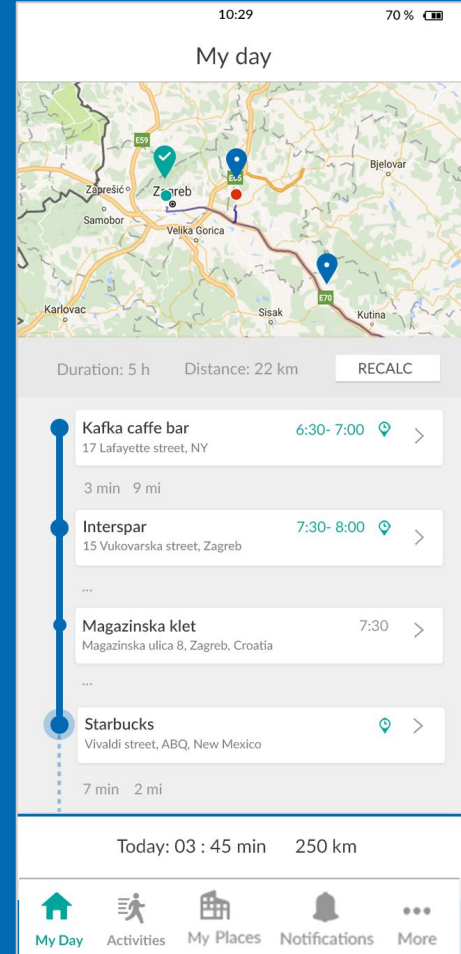
EXAMPLES / Messages

- Better usability
- Conversations grouped
- Comments grouped around activities



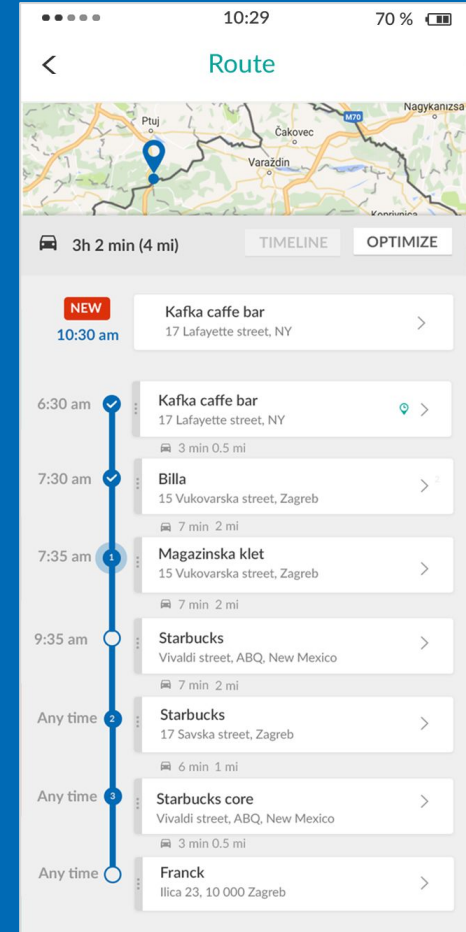
EXAMPLES / My Day

- Idea was to merge scheduled visits, current visits and history on one screen in optimized route format
- Working prototype was built and presented to our team in Boston
- Team tried to use it and found it useless



EXAMPLES / Routing

- Better usability
- Focus only on work that needs to be done
- Drag & drop functionality to enable reps to plan their route manually





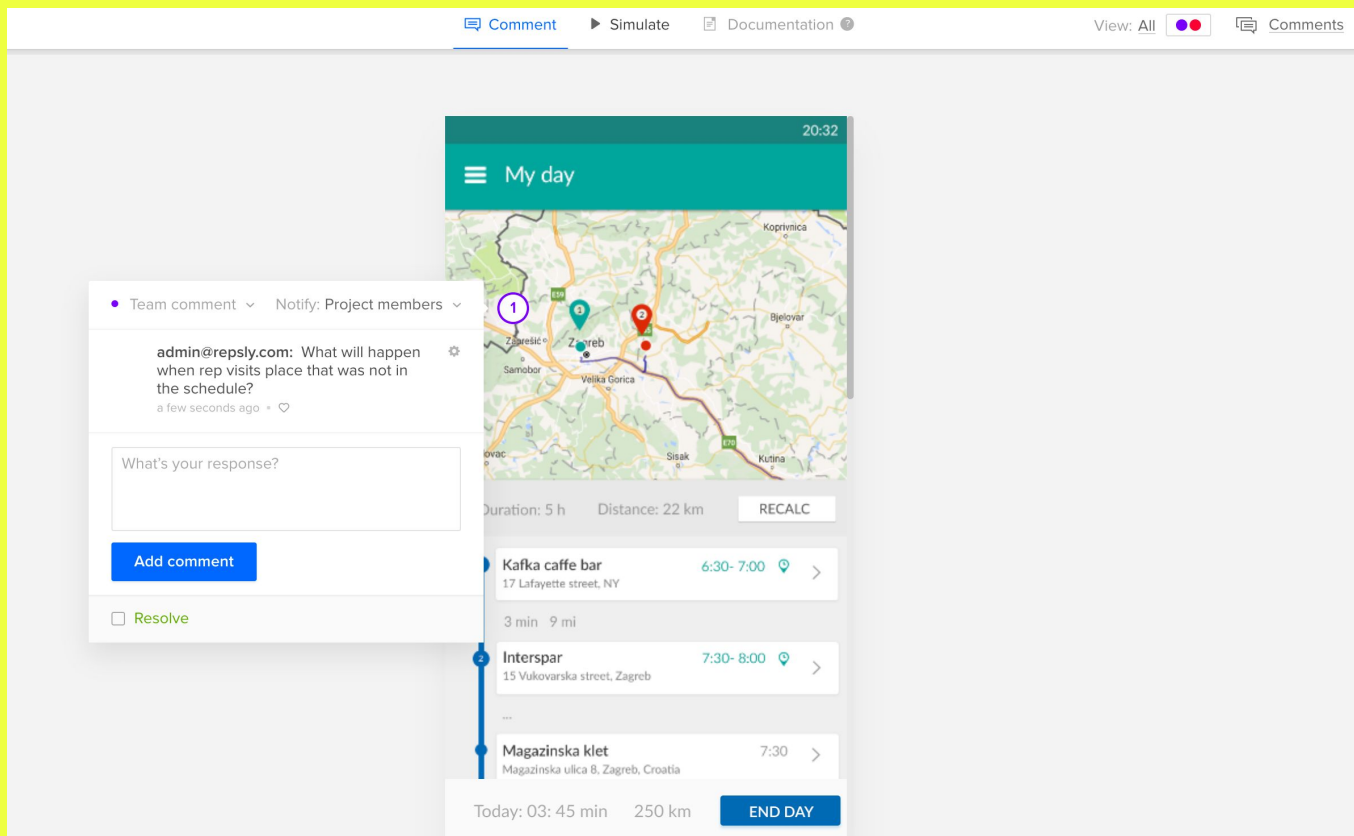
Marko / UX design

Krešo / QA lead

Megi / UI design

Alen / Android dev

TOOLS / UXpin



TOOLS / Mixpanel



TOOLS / Fullstory

Customer Feedback



'Excellent mobility tool'

Jackie Gilmour

Marketing Director

Clive Rice & Associates

Information Technology and Services, 1-10 employees

Used the software for: 2+ years

5/5

★★★★★
Overall

★★★★★ 5 / 5

Ease of Use

★★★★★ 5 / 5

Features & Functionality

★★★★★ 5 / 5

Customer Support

★★★★★ 5 / 5

Value for Money

Likelihood
to Recommend:

Not
Likely

Extremely
Likely

Pros: Easy implementation with no system integration requirements.

App is user friendly and constantly updated.

Cons: The biggest con for South Africa is the exchange rate, which is unfortunately out of our hands.

Overall: I have recommended Repsly to all of my clients who have a mobile workforce. It is incredibly user friendly and customisable. It has changed the way organisations gather information in the field and react to changes in the marketplace that are made visible by Repsly.



'Excellent program (app) for online orders'

Davor Cica

IT Admins

BFS

Food & Beverages, 51-200 employees

Used the software for: 1-2 years

5/5

★★★★★
Overall

★★★★★ 5 / 5

Ease of Use

★★★★★ 5 / 5

Features & Functionality

★★★★★ 5 / 5

Customer Support

★★★★★ 5 / 5

Value for Money

**Likelihood
to Recommend:**

Not
Likely

Extremely
Likely

Pros: Excellent program (app) for online orders , and monitoring of sales,
easy to use, best management solution monitors field reps and manages the data they collect.

Overall: Excellent program (app) for online orders , and monitoring of sales,
easy to use, best management solution monitors field reps and manages the data they collect.



'MCCI Atlanta'

LaTasha Burnard

Regional Director

MCCI Medical Group

Insurance, 1001-5000 employees

Used the software for: 6-12 months

5/5



Overall



5 / 5

Ease of Use



5 / 5

Features & Functionality



4 / 5

Customer Support



5 / 5

Value for Money

**Likelihood
to Recommend:**

Not
Likely



Extremely
Likely

Pros: It is extremely user friendly.

Cons: The response time on questions or concerns related to billing.

Overall: Repsly provides a clear, comprehensive tool that is easy to navigate and captures all of our reporting needs.

Recommendations to other buyers: None at this time



GREAT SUCCESS



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