

F1K Website Buyer Persona: Frances Fortune

Personas are composite user descriptions that are used to shape marketing content and workflows - skip to the end of this doc for summary of other buyer personas with links.



Frances Fortune

SVP Customer Experience

Frances Fortune manages customer experience for a successful Fortune 1000 software company. She uses a range of systems and reports to monitor customer behaviors and test changes in website messaging, forum policies, social channel promotions, and agent scripting. The company is actively developing software for different sales channels, both enterprise (B2B) and personal customers (B2C). They also have legacy products to support, along with products that were added through mergers and acquisitions. It's a complex job.

Frances has an active management team reporting to her that engages her agents and solicits their ideas and customer feedback to continually refine their processes.

Frances has an MBA and has worked at several other large companies in marketing and customer engagement roles prior to her present position. She is well-networked and knows directors at other organizations professionally, and she regularly reads analyst and trade websites to keep up with industry trends. Still, she quietly worries that they are missing important changes in their market and opportunities to build better customer relationships.

Some time ago she realized that although they were adding new support channels, they were having trouble creating consistent responses across teams and her activity reports were increasingly disparate between the systems. Now she and her team are evaluating products, looking for a more integrated platform.

What helps her succeed?

Flexibility: The system can be configured in multiple ways, and workflows can be edited by her own management directly and quickly

Future oriented: A platform that is built to grow and change - catching a technology vendor on the way up, not on the way down

Monitoring: Easy to see what is going on day-to-day and to make adjustments, plus great reports that help her find trends and emerging issues

What makes her fail?

Discontinuity: Breaking what is working by replacing it with something worse - also systems that are unreliable or that have to be shut down for maintenance

Picking the wrong vendor: It takes time to move complex processes - once she selects a vendor she is committed

Poor adoption: Tools that are hard to use - then she can't get people to use it, or do use it but she doesn't get good data out

Common Questions and Behaviors

Who will work with me? What will this really cost me?
How long will it take to make this system work?

Starts with online research, but wants to pivot to a full sales team. Knows that this is a high-value relationship for the vendor - wants to understand the product and the benefits (and complexity she will have to manage), wants to try it out first, wants a 'partner' for implementation, and a proposal and timelines

Does it have all the features we use in our current systems,
or will we have to change some of our processes?

Can this system grow with our needs? What is their product and feature strategy?
Does it align with our needs? Will Interactive be able to keep up with changes in the market?

Do I know anyone that is using it?

What can PureCloud do to make our company run better?
What can PureCloud do to make my job easier?
How much retraining will we need?

(IF on-premise today)
What can we save by moving out of local servers?
Will it be secure? What certifications does it have?

(IF Cloud-based today)
Is it reliable? How well does it scale? Can we import data and settings?
Do we have access bandwidth needed, will we have to upgrade?

(IF International)
How good is the language support?
Are there any countries where there could be issues with data or hosting?

How do I convince my management and finance department that PureCloud will be the best solution? (ROI, cost comparisons - CEB says AVG 6.8 people to convince in a deal)

Related Information - Marketing Website Persona List and links



Mike Mittelstan (SMB buyer)

Mike Mittelstan works for a mid-sized product company (220 people) that already has a contact center, but they need a better solution. He's familiar with most of the technical jargon, and works closely with his in-house IT folks to keep their current system running, but finds that he's also having a hard time finding the bandwidth to get to the next level.



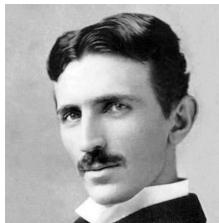
Sally Smalls (SOHO buyer)

Sally Smalls works for a startup services company (10 people) where everyone answers the phones, etc., but they want to start using contact center software to handle things better.



Frances Fortune (Fortune 1000 buyer)

Frances Fortune manages customer experience for a successful Fortune 1000 software company. She uses a range of systems and reports to monitor customer behaviors and test changes in website messaging, forum policies, social channel promotions, and agent scripting. The company is actively developing software for different sales channels, for both enterprise (B2B) and personal customers (B2C).



Tom Technical (IT evaluator)

Tom Technical works for a mid-sized product company (500 people) that already has a contact center, but they need a better solution. Tom is an important stakeholder in selecting a new contact center platform, and the company has asked him to evaluate selected competitors and provide a technical evaluation and also IT hardware costs and maintenance estimates.



Carl 'Old School' Canter (On-Premise conversion buyer)

Carl Canter works for a large and well-established company that runs an on-premise contact center. His current contact team has more than two hundred people and they support many queues for their products, with two shifts in the US, plus a contact center in the Philippines. Carl wants to minimize disruptions in their processes, but he's feeling some pressure to support Facebook and other social channels.