

BUYER PERSONA EXAMPLE

compliments of **akoonu**



Camilla | Warehouse Manager

I run all the warehouse systems and operational processes.

DEMOGRAPHICS

Market segments	Small e-tailers, Retail Chains
Other common titles	Director of Operations, Warehouse Director, Managing Director
Organizational level (or levels)	Director, Manager
Department or functional area	Operations

GOALS & INITIATIVES

Reports to	VP of Engineering, VP of Supply Chain, Director of Manufacturing and Distribution
Manages a team?	Yes, I manage a team of about 50 warehouse workers
Day to day business duties fulfilled and/or overseen	I supervise staff, communicate with distribution partners, and oversee the efficient receipt, storage, and distribution of goods. I ensure that all of our warehouse systems are working optimally and are the best fit for us so that we can consistently deliver the right product to the right location on time.
Personal Goals	<ul style="list-style-type: none">» To improve delivery accuracy to 99.99%.» To increase throughput while decreasing spending.» To implement the best warehouse systems and processes to continually optimize efficiency.» To implement systems that all warehouse workers, across functions, enjoy.
Evaluated on/Measured by	I'm measured by our daily product throughput and delivery accuracy. I'm also evaluated on how well we consistently meet the SLAs we have with stores, and how well I stay within our annual budget.

Current business challenges	<ul style="list-style-type: none"> » Our ability to adapt to growth: we need the ability to meet the growing demands for our products, which means efficiently and accurately handling more product fulfillment and delivery. If we can't meet this, we will ruin our reputation with our partners and customers, which ultimately will impact our bottom line. » Adapting to large seasonal spikes in demand, which requires the ability to train seasonal workers faster without jeopardizing worker safety. » To adapt to changes in technology infrastructure, which requires system configurability and flexibility. » The increase in online shopping has caused a very sharp spike in the number of direct to consumer orders we must fulfill, and the process to do this is very different than the process to fulfill bulk store orders. We need systems to help us adapt to these changes. » Ultimately, I must reduce delivery errors to keep customers happy.
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Upcoming major initiatives	<ul style="list-style-type: none"> » I'm changing warehouse processes and infrastructure to support direct to consumer order fulfillment and delivery. » We are replacing ten year old warehouse management systems. » I'm leading the charge to move to more cloud-based warehouse technologies.
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Current fears	I'm constantly worried about not providing a good customer experience. This boils down to getting the right product to the right store or person on time, every time. If we mess up just once or twice, we can lose customers forever.
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Lexicon - industry terms buzz words key words etc. used as part of their everyday conversations and discussions	The terms I use almost every day include: customer experience, operational efficiency, worker productivity, error-related costs, seasonal demand, operational workflow, warehouse management, workforce management, in-store delivery management, order fulfillment, direct-to-consumer fulfillment.
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SOLUTION FIT & CRITERIA

Primary need for a solution or the primary pain it alleviates	I need a warehouse solution that will improve the efficiency and accuracy of how products are delivered from the warehouse to the store or consumer.
Other benefits would like to achieve	I would like a solution that improves worker safety, reduces resources, improves the speed at which seasonal workers can get trained on the solution, and easily adapts to other technology changes made within the warehouse.
Desired results/outcomes	I expect a solution to improve accuracy of product delivery to 99.999%; to increase throughput by 50% without increasing our warehouse staff; and to reduce employee training time by 25%.
Objections and concerns about the solution	I'm concerned that a solution: may slow down operations by requiring extensive customizations; require lengthy deployment; and will be difficult to fully implement, including how hard it will be to train employees to use the solution, and how time-consuming it will take to integrate it within existing infrastructure and systems.

Primary buying criteria	<ul style="list-style-type: none">» Ease of use: easy for the staff to use, easy to train workers to use, easy to integrate with other systems.» Analytics: I need the ability to evaluate and optimize labor management - who is able to accomplish how much in a given time frame, and how these numbers compare across different locations.» Improves efficiency and accuracy: it helps me get more product processed and delivered but maintain near perfect accuracy of product type, product quantity, and delivery location.
Key differentiators	I see key differentiators as: the amount of improved efficiency a solution has over other solution sets; the ability of the vendor team to understand our business challenges; the solution's flexibility/ease of integration; and the solution's ability to adapt compared to other solutions within its solution set.
Looking to learn	I want to know how long it takes to implement, how it integrates with other systems, and the time it takes to train employees to use it effectively. I also want to know if a vendor has served customers in our industry. I am especially interested in seeing how other customers have used your solution to address new direct to consumer demands.
Perceptions	The IT Director worries/believes that the solution will cause integration and performance issues with their other systems, and for this reason they often block the sale mid-way through the buying process. Also, the CxO feels that the solution's ROI is minimal – that they can achieve similar results with a less expensive solution and therefore the cost is not justifiable. This can kill the deal very early in the sales process.

BUYING PROCESS

Role in the buying process	Decider
Deciders	The Warehouse Manager and Supply Chain Director are the Deciders. They evaluate the solution by running a 1 month trial to evaluate: how quickly workers could get trained on the solution, how much faster staff can access and ship out product orders, and how much accuracy in order fulfillment is gained.
Influencers	Director of IT, VP of Supply Chain, VP of Engineering are Influencers. They evaluate the technical aspects of the solution - how easily it can integrate with the ERP system, and how configurable the workflow tools are. Most importantly, they want to ensure the system will not slow down other warehouse systems through lengthy customizations required for integrations.

Preferred content formats	I prefer data sheets and longer, detailed content like case studies, presentations, articles, and whitepapers.
Sources of information	I go to sources like Gartner, LinkedIn, Supply Chain Conference, and publications such as Supply Chain Review and Supply Chain Executive.
Content tone that resonates	I like informative, factual, and straight-forward content tones. I don't like "fluff."