



SYSTEMS SUSIE

BACKGROUND

Susie is Director of Operations for her Bristol-based SME, having worked in Ops for several different organisations already and finally made it to the top role in her current place. Her current company is medium-sized, turns over a couple of £million and has 30 employees.

DEMOGRAPHICS

Susie is in her late 30s, earns £70k a year and lives in Bristol with her husband and 5 year-old daughter.

ATTITUDE

She's time-poor, highly educated, extremely professional, values logic, saving money and the experience of others.

COMMUNICATION PREFERENCES

Short, concise, visual content. Listens to podcasts, uses LinkedIn, Instagram and Twitter a bit as well.



+ GOALS

- Choose and implement a new software system to transform her company's operational efficiency
- Ensure business continuity throughout
- Impress her new boss and colleagues by making some big and great changes



+ CHALLENGES

- Managing cost vs. time to implement
- Finding a solution that meets a huge range of internal stakeholders' differing agendas and opinions
- Managing a large and complex change project within a totally new organisation



+ OBJECTIONS

- Too expensive, and will take too long to implement (plus cost tie-ins for years)
- Poor reputation for customer support for that system in particular
- That system's consultants also too 'salesy' and not technical and detail-oriented (or really caring about the results she needs)



+ CUSTOMER DATA

Length of time they've been a customer
(0 years)

Average purchase frequency

(Insert info for current customers only)

Average spend

(Insert info for current customers only)

Average CSAT score

(Insert info for current customers only)

Customer Lifetime value

(Insert info for current customers only)



+ QUOTES

“ This project could make or break my reputation here: there's a lot riding on it because it involves and affects every part of the business. ”



+ ASPIRATIONS

- Short / medium term - make the right decisions about the software choice and implementation, and ensure the project is a success
- Longer term - land a more senior job in operations or digital transformation