Ellie

— **Enterprise Ellie**

Ellie is an Accounts Manager. She has degree-level education and years of experience. She now oversees the day-to-day while leading many large, dispersed teams.

Her workday is very busy. She's in and out of meetings and might be traveling and working on the go.

Ellie loves trying out new tech, apps, and products to boost productivity. She gets a lot of satisfaction from automating processes.

Age
36

Hobbies
Netflix, walking her dog, and going to museums

Location
Toronto with her partner, dog and two cats

Goals

- Save time and money for her team and the company.
- Be able to prove the value of tools that her team uses.
- Automate repetitive tasks and processes to remove inefficiencies.
- Lead her team, make their processes more efficient, and work with them to solve problems they face.
- Use tools that ensure the company looks professional and trustworthy.
- Create a good customer experience so they can increase conversions and hit targets.

Habits

- Checks email regularly throughout her day.
- Keeps up to date with the latest tech news.
- Uses LinkedIn for professional networking.
- Likes attending conferences and networking.
- Likes to have a plan.
- Is a doer, takes action, and gets things done.

Needs

- To have control and oversight of the whole team.
- To onboard and offboard large numbers of people, and be informed about any changes.
- Ownership of billing, with instant access to invoices and payment history.
- Predictable purchasing flow, onboarding process, account management, and support.
- Confidence in a tool's security and the ability to show trustworthiness.
- Metrics and data about team usage to prove value and engagement to executives.
- To create a branded, customized experience for their customers.
- Integrations and compatibility with other tools to create a tailored, automated experience.
- Tools that are easy to use, set up, and manage.
- Provide a consistent, reliable experience across platforms.

Frustrations

- Doing repetitive tasks.
- Setting up and learning new tools.
- Onboarding her team. There's lots of back and forth and she finds it tough to get people to adopt new tools.
- Red tape and sign off on security requirements.
- Lack of reporting and being able to slice and dice data.

Brands + tools

Microsoft Teams   Outlook   bambooHR   LinkedIn

zoom   pipedrive   G2   zapier