

TOBY

— Team Toby



Toby is the Team Lead for a Customer Success Team. As well as leading the team, he's also involved in more top-level strategic activities. These often include talking with customers and other members of the company.

He doesn't have the final say on implementing new tools but is often the person to source and champion new tools to try.

He's often told what tools to use or takes them over from another person. This means they are responsible for ensuring the team is utilizing and making the most of the company investment.

Age

34

Hobbies

Volunteering, keeping fit, and going to gigs.

Location

Netherlands with his wife, two kids, and dog.

GOALS

- Be reachable for his customer cohort and team.
- Create a good impression of the company by using tools that align with their own values.
- Master tools. He gets satisfaction out of having product knowledge and sharing/teaching others.
- Be innovative and find new ways to approach and solve problems.
- Reduce friction, frustration, and save time for their own customers and their team.
- Look professional and on the ball.
- Reach their customers and find ways to connect with them.

HABITS

- Loves details about customer usage. Likes to have his finger on the pulse.
- Empathetic and keen to ensure customers are heard.
- Natural problem solver. Loves solving customer pain points and exceeding expectations.
- Strong communicator and always pays attention to details.
- Always looking to identify areas of improvement, through new tools or processes.

FRUSTRATIONS

- Repetitive tasks.
- Admin associated with new tools.
- Customers not engaging with tools.
- The team not engaging with new tools.
- Not being able to easily show the value of tools. They have to provide anecdotal evidence or do a lot of work with small amounts of data.
- Reaching customers in different timezones. Ensuring they have coverage for customers when needed.

NEEDS

- Visibility of team set up to ensure they're using the tool effectively.
- Awareness of his team's schedule. They need to make sure they have enough coverage and availability for customers.
- Be able to spread bookings evenly across the team.
- High-level reporting to be able to report back to management on the usage.
- The ability to connect with his team and customers in different timezones.
- Flexibility and the ability to make changes to his schedule on the fly.
- To integrate with other tools they use.
- To build trust and relationships with customers.

BRANDS + TOOLS

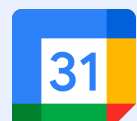


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