



# CLIENT COMPANY

## Persona

Customer Interview Highlights &  
Buyer Persona [Industrial Client]



# The interviews

- 2 Customers interviewed on a series of questions to discover needs, and wants regarding their environmental projects generally and specifically dust collection and monitoring
  - Vendor use overview
    - Including thoughts on CLIENT Systems
  - Power/role questions
  - Personal control / organizational control
  - Pain points
  - Value perception

# Focus across all areas of Environmental Management

**Tell me a little bit about your role?**

I'm responsible for compliance for everything water, air, etc.

Responsible for all environmental, water, air, everything

# Technology matters, but credibility matters more

**Can you describe the process you go through when considering/evaluating a new product/partner?**

We meet with the vendor, visit the facility, and speak with other customers using the product. These names are typically provided by the vendor.

Can we adapt the best technology and use it for your needs. Not a lot of options out there. Looking for someone with a track record of good results.

**Who else gets involved in evaluating of a new product or vendor?**

Purchase decisions can be made by few, or committees depending on the size of the project

A whole team of people will be involved on the recommendation. Then it has to go to corporate for final approval

They want a partner and are willing to work long term, but repeat issues or lack of service are deal breakers

### Typically, do you have Partners , Providers or Vendors?

I'd prefer partners

We have a mix of partners & just vendors.

### How long have you been working with your current Providers?

The average tenure is 5+ years

On average I've worked with them between 5 – 10 years especially with bigger partners.

### If you've moved away from a provider, what made you decide to leave?

Reasons I might leave include

- 1.Service
- 2.Equipment
- 3.Price

I'd move away from away from a vendor if working with them created more work for me (the vendor not doing their job)

With no seasonality to needs and an every growing project list it's important to stay in-front of these buyers year round

**Do your projects tend to fall in certain times of year or are they spread across the year evenly?**

Our projects tend to be more ongoing in nature

No seasonality for either our projects of business. We have a work list that we have to work down. Sometimes this may only be 5 new projects others many more.

**How many new environmental / dust projects does your organization manage a year?**

We have hundreds. Continual Improvement is a big deal for the company. Our environmental projects are a part of that.

# Knowledge is important and even better how to adapt to changes is more important

**Are there certain challenges that you have to overcome with these projects?**

Some regulations challenges – making sure it doesn't effect the process and business

Challenges include Location, Compatibility with Equipment, and the Difficult environments

**If you could wave a magic wand, how would your project work better?**

It would work the 1<sup>st</sup> time and keep working

It would foresee issues coming up. Regulation challenges and problems implementing a solution

Suggestion: leveraging good solid how-to content in CLIENT's marketing will be well received by the buyer and likely lead to higher engagement

## Knowledge and good customer service are important to these buyers

### What does your favorite vendor do for you that make you glad you're working with them?

Looks to build relationships not to sell

Good customer service. Our projects can be stressful with tough timelines. My favorite is a partner that helps solve the problem

### If you had to rank what matters most to you where would you put...

1. Consistent quality customer service
  2. Efficient technical expertise
- Not ranked: Innovative Approaches (that's our job)

1. Efficient Technical Expertise
2. Innovation Approaches
3. Consistent Quality Customer Service

## Lack of responsiveness and knowledge a major concern

### What does your least favorite vendor do that drives you crazy?

They don't meet timelines, or costs. They're just there for a job, no ownership in fixing the problem

No communication, broken promises, bad equipment

### Why do you still work with them?

Normally we don't

We don't keep them – It's the quickest way out.

# Want a knowledgeable partner does what they say they are going to do

If I ever found a partner who \_\_\_\_\_ I would recommend them to everyone I know

*Made my job easier*

*Did their job*

# The Buyer Persona

A profile of needs, challenges, goals and approach

# Steve

Environment Engineer who wants his project to go right the first time

## Personal Profile

As lead environmental manager, Steve is detailed, fact driven and simply wants his projects to run more smoothly, be more on time, and more on budget.

## Pain chain...

Steve has to deal with a host of regulations and compliance issues. Over the course of the year, his team has to manage dozens - up to hundreds - of new environmental projects for his company. When these projects are NOT working, his company is NOT working.

Because of this, poor communications, broken promises and lack of follow through will not be tolerated from providers. Above all his partners need to be flexible to adjust a project quickly as needs change .

## The buyer journey...

Sourcing a new provider for the environmental team takes a very thorough team based review process that also includes an approval from corporate to get permission to move forward. This means vetting the new potential vendors credibility, capability and experience is very important.

## User Goals:

*Steve comes to us ...*

- Find ways to manage the environmental process more effectively.
- Seeking a partnership that will take ownership of the process to help launch/manage a new environmental project

## Business Objectives:

*We want Steve to...*

- See CLIENT as a **PARTNER** in solving the challenges surrounding a new environmental project with solutions that are cost effective and work the first time.
- To engage and ask for more info



## Personal Information:

### Profession:

Environmental Manager for a manufacturer with regulatory and compliance concerns

*“ If I ever found a partner who did their job AND made my job easier I would recommend them to everyone I know”*