David Alvarez

kisi



Demographics

- Age: 25-50 years old
- Experience: 3-10 years in customer service or office management roles
- Industry: Commonly seen in multi-tenant office buildings, but could be in corporate offices, large buildings, or

Bio

David is a **Front Office Manager** at a company office building that oversees a small team responsible for greeting visitors, managing deliveries, and ensuring building security. His success hinges on maintaining **security**, **efficient access operations**, **and a positive guest experience**.

Goals & Motivations

- Primary Goal: Maintain a safe and secure environment for tenants, visitors, and staff at all hours of the day.
- Secondary Goal: Improve operational efficiency and minimize workload for himself and his team.
- Motivators: Security, Efficiency, Positive Tenant Experience.

Challenges & Pain Points

- Limited Visibility: Traditional intercom systems lack video capabilities, making it difficult to identify visitors before granting access.
- Manual Processes: Answering calls on a dedicated intercom requires constant presence at the front desk, hindering David's ability to perform other tasks.
- Inefficient Access Control: Traditional systems lack flexibility for managing access for deliveries and after-hours personnel.
- Tenant Experience: Limited control over visitor flow can create a negative first impression for tenants.

Technology & Social Media

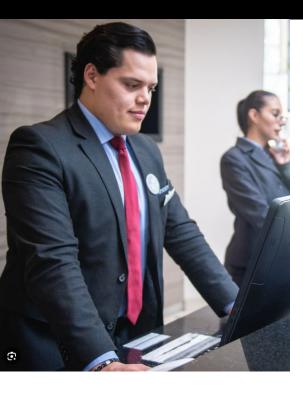
- **Device Preferences:** Smartphone (primary), Tablet (secondary)
- **Social Media Platforms:** LinkedIn (professional), Facebook
- **Communication preferences:** Email, phone
- Limited Tech Knowledge: Comfortable with using mobile apps

How Kisi Can Solve

- Enhanced Security: HD video allows David to visually verify visitors before granting access, deterring unauthorized entry.
- **Streamlined Operations:** The Kisi mobile app allows David to receive and manage intercom calls remotely, reducing the need for constant desk presence.
- Flexible, Mobile Access Control: The Kisi app allows David to receive intercom calls from anywhere, freeing up his ability for other tasks and after-hours access.
- Positive Tenant Experience: Greeting visitors remotely and managing access efficiently creates a professional impression.

David Alvarez

kısı



Use Cases

- **Verifying Deliveries:** David can use the Kisi Video Intercom Pro to visually identify delivery personnel and grant temporary access to the building.
- Managing After-Hours Access: David can remotely grant access to authorized personnel (e.g., cleaning staff, security) after business hours.
- Greeting Visitors: David can greet and screen visitors remotely using the Kisi mobile app, providing a more professional and welcoming experience.
- Managing Tenant Packages: David can utilize the Kisi Video Intercom Pro to manage secure delivery of tenant packages within the building.

Marketing & Sales Messaging

- Focus on Security: "Peace of mind starts at the front door. Kisi Video Intercom Pro allows you to visually verify visitors and deter unauthorized entry."
- Highlight Mobile App Flexibility: "Manage intercom calls and grant access remotely with the Kisi mobile app."
- Emphasize Tenant Experience: "Make a great first impression. The Kisi Video Intercom Pro streamlines visitor flow and enhances the tenant experience."
- Mention Scalability: Have a secondary goal of introducing more Kisi product lines that can integrate with the video intercom.

Real Quotes

- "The biggest challenge is managing everything at once. Answering intercom calls all day keeps me tied to the front desk."
- "I would love a system that allows me to identify visitors before granting access and free me up to handle other tasks."
- "Creating a positive first impression for our tenants is crucial. A modern video intercom system would go a long way."

Common Objections:

- Cost: Focus on the return on investment (ROI) by highlighting reduced security risks and improved staff productivity.
- Integration Concerns: Emphasize the ease of installation and seamless integration with other Kisi access control systems