

# David Alvarez

kisi



## Bio

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

## Goals & Motivations

- **Primary Goal:** Maintain a safe and secure environment for tenants, visitors, and staff.
- **Secondary Goal:** Improve operational efficiency and minimize workload for himself and his team.
- **Motivators:** Security, Efficiency, Positive Tenant Experience, Career Advancement

## 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 Access Control:** The Kisi app allows David to receive intercom calls from anywhere, freeing up his ability for other tasks and managing after-hours access.
- **Positive Tenant Experience:** Greeting visitors remotely and managing access efficiently creates a professional impression.

## Demographics

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

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## Use Cases

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- **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.

## Real Quotes

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- "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."

## Marketing & Sales Messaging

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- **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 Benefits:** "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.

## Common Objections:

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- **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