

# User Persona: SMC

## Background

Stacy is a **26 year old young professional** working as an SMC (Search Marketing Consultant) at Yodle. She is a college graduate and earned her **BA in Marketing**. She has been at Yodle for just over a year but has worked in similar roles at other companies. Yodle is the 3rd company she has worked for after college. In total, she has **4 years of combined work experience** as a marketing consultant/account manager.

## Lifestyle

Stacy's lifestyle outside of work is **low-key but fun**. After work she and her boyfriend like to **relax** around the apartment, catching up on their favorite shows saved on their **DVR** or watching movies from **NetFlix**. On the weekends, Stacy enjoys hanging out with friends and checking out the city nightlife. She also makes time to **stay active and exercise** when she can. She likes playing tennis, running, and taking her dog to a nearby dog park.

## Technology

Like most young professionals these days, Stacy uses a lot of technology both at work and at home but is **not a techie**. At work she has a laptop and dual-monitor setup for accessing **Yodle Live** and **SalesForce** simultaneously, all while keeping a close eye on her **Outlook** inbox. Outlook is also her primary means for appointment scheduling and task management. Stacy **keeps a lot of notes** throughout the day. These notes are rarely carried over day-to-day and are usually jotted down on paper or in **Notepad**. She will also use PowerPoint for making presentations and GoToMeeting for client meetings if she has to, but both cases are rare.

At home Stacy uses her cell phone, **iPod** and **Windows laptop**. She uses **iTunes** on her laptop for organizing music and connecting to her iPod. She uses the Internet at home for a lot of different tasks. She primarily uses **Gmail** for personal email. She gets news updates by visiting sites like **CNN** and **MSN**. She does a lot of **online shopping** because it's more convenient but says she likes to buy clothes in traditional stores because it's easier for her to browse and try things on.

## Work

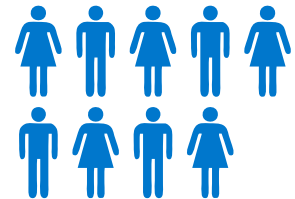
### Typical Day

Stacy **gets into work at 9am** and usually **leaves around 7pm**. She starts her day by going through all her incoming emails, SalesForce cases and



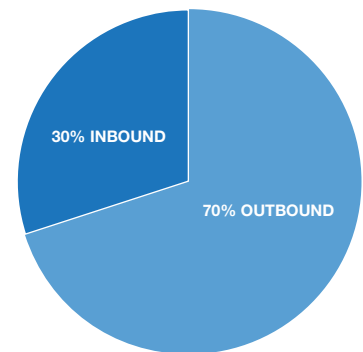
## TEAM

Average Team Size

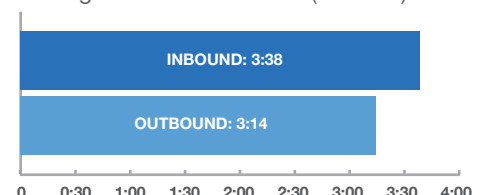


## CALLS

Inbound vs. Outbound



Average Talk Time Per Call (minutes)



voicemails to see what needs to be done. If a message is urgent or only requires a quick response she will address it right away, otherwise she creates an action item to be completed later in the day. After prioritizing all her incoming messages, Stacy jumps right into working through her newly created to-do list. In addition to this list, she also has to manage the following throughout the day:

- 1-2 CSCs (Client Setup Calls)
- 1-2 team meetings
- Answering incoming phone calls and emails and handling requests (or adding them to her to-do list)
- Collaborating with other SMCs and mentoring new SMCs
- Collaborating with MPAs to optimize her clients' performance

At the end of the day, Stacy double-checks her inbox, to-do list, and SF cases to make sure there isn't anything she missed – she likes to be sure of this before she goes home so she can start from a fresh list the next day.

## Responsibilities

Stacy's primary responsibility is **managing her book of business** and **keeping her clients happy**. This primary, high-level responsibility encompasses several sub-responsibilities, including:

- Making website changes in CMS2.0
- Communicating marketing strategies to the client
- Looking for upsell opportunities
- Staying aware of at-risk clients to keep them out of Save Mode

Stacy also has **secondary responsibilities** not related to her book of business. These are usually internal responsibilities such as mentoring more junior SMCs and **assisting the product and tech departments** in user research and user testing – such as for this document.

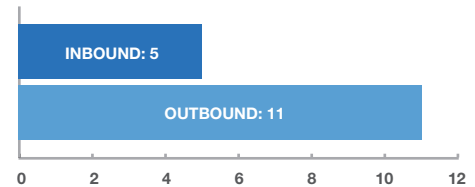
## Motivators

Stacy's primary motivation for performing well is **receiving respect from her colleagues** and **getting noticed by senior management**. She also wants to see her clients happy, mainly so they don't keep calling and causing her more trouble.

## Frustrations

Stacy's biggest frustrations are **unhappy clients, angry clients** and **mean clients** – as well as just the sheer volume of it all (managing 160 clients isn't easy). She is also sometimes frustrated by the **constant change** in the Yodle Live platform and work process, requiring her to relearn things often.

Average Calls Per Day



## WEBSITE SETUP

Days to Live – after GCC complete

**15** days