



Rüdiger Rube

“Our Car. Your Experience.”

Demographics

Gender:	Male
Age:	52
Location:	Mannheim
Relationship Status:	Divorced
Title:	CEO of EuroTaxi
Education:	Master of Arts in Business

Background Description

Rüdiger is the CEO of a medium-sized company. He has little technical know-how and is skeptical of the data Caruso provides.

To see the benefit of Caruso data and be inspired how it can be used, he needs to see his data in use. When he sees that the data is useful to him, he is willing to invest money into it.

Goals and Motivations

- High productivity
- Larger profit margins

Needs and Challenges

- Busy, little time
- In charge of the company
- Lacks information about his vehicles

Behaviors

- Punctual
- Cautious

How can we help?

- Driver scoring
- Documented rides
- Reminders for events
- Overview over fleet