

Customer Segments & Personas

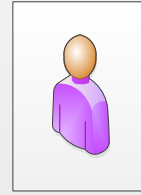
Families

78 %
of population

"Everyone in our family has different needs"

- Parents and children who live at the same address
- May overlap with other segments (i.e. Professionals)

Persona – Keeley



Keeley

Age: 22
Location: Newcastle
Single mother of 3

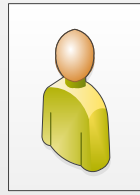
Likes / Behaviours

"My 3 children keep me pretty busy but when I do have some a little down time I like to spend that with my friends. I like to use social media such as Facebook or Twitter to keep in contact with other people as its not very often I get out.
I cant afford broadband internet or a landline so my mobile phone is so important to me, although I have been through 3 handsets in the last year due to the kids breaking them"

Needs

- Value
- Data
- Cheap handsets
- 30 day rolling contracts/PAYG options / Sim only
- Discounts

Persona – Annie



Annie

Age: 14
Location: Oxford
Daughter
(in middle-class family)

Likes / Behaviours

"Image is everything to me. I need to look good in front of my friends so its only the latest iPhones for me. Im constantly on my phone, whether that's texting through whatsapp or using social media to keep up to date with whats going on.
I don't really worry about my usage as I rely on mum and dad picking up the bill at the end of the month."

Needs

- Availability
- Fashion / Style / Image / Brand
- Security
- Data – access to apps / social media

Persona – Jim



Jim

Age: 34
Location: Macclesfield
Dad with 2 teenage children. Works as middle management with a retail company on a mid level salary

Likes / Behaviours

"Family is everything to me. Other than work my life evolves around the children. Being a 'Dad tax' and chauffeuring his son and daughter to various evening training classes.
I value simplicity as life is hectic, so anything that allows me to easily track whats going on and not get those nasty unexpected bills. All members of the family have a mobile phone under my contract and I purchase a Family bundle so we can share out the data etc."

Needs

- Data Sharing
- Multi-Handset options
- Limits
- Device buy back scheme
- Account Tracking

Own a property outside of UK

English as 1st Language

Live in rented accommodation

Stats: 19%

87%

32%

Average Values

- 4.4 family members
- 1.2 insurance claims per year

Spend on Loans: £334 per year

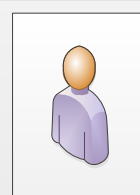
Students

31 %
of Population

"I may have a limited budget but I want a decent loan"

- 16+ year olds still in full time education
- Usually have a part time job

Persona – Heidi



Heidi

Age: 18
Location: Southampton
1st year student

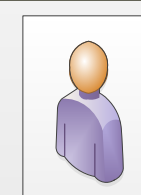
Likes / Behaviours

"Im a typical 1st year student. I struggle getting out of bed and yes I do like a night out with friends. I currently live in the halls of residence at the Uni so
I pretty much spend my day either in lectures, socialising with friends or on my phone. I like to stream music whilst I study so free gifts with my phone contract such as Spotify catch my eye. I'm also an avid photographer and like to take pics with both with my camera and my phone. I usually like to get them uploaded to Instagram or Facebook straight away so data is really important to me."

Needs

- Budgeting
- Student discounts
- Free stuff
- Data
- Rolling Contracts
- Camera

Persona – Freddie



Freddie

Age: 22
Location: Peterborough
Full time student coming to end of university course

Likes / Behaviours

"Im spending an unusual amount of time at the moment looking for a full time job. This is either in my house or on the move. I have to be able to respond instantly so coverage is really important as you never know when your lucky break will be.
Im taking lots of calls to and from recruitment companies and travelling quite abit to attend various interviews for graduate positions.
When im not job hunting I enjoy nothing more than meeting up with friends or heading down to watch the Posh on Saturday"

Needs

- Coverage
- Data
- Unlimited Calls
- tethering
- Cheap Tariffs

Foreign Students

Lost / Damaged their mobile in last 12 mths

Do not own a tablet device

Stats: 57%

27%

72%

Average Values

- 19.4 years old
- 22.3 hours worked per week

Spend on Loans: £194 per year

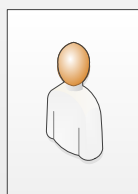
Professionals

67 %
of Population

"Work never buys the products I want to use"

- Work Full Time (37.5+ hrs per week)
- May already have a work issued high end device that they use

Persona – Alex



Alex

Age: 40
Location: London
Architect in a medium sized practice

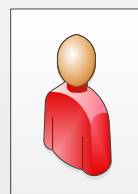
Likes / Behaviours

"I use my phone for both personal and work purposes. I take pictures of potential building sites across the country, access my emails when I'm out of the office and to stay in contact with my family when im away. I need to be able to upload the images / videos immediately so that the purchase process of the land can commence by my colleagues within the office.
I work in some pretty harsh places so I have to know that should I drop it and break I can get a replacement quickly and without too much hassle"

Needs

- Mobile coverage
- Good range of devices
- Insurance- Products
- Accessories
- Price
- Access to emails outside of office

Persona – Dom



Dom

Age: 31
Location: Cardiff
Graphic designer for a small company that works with larger organisations

Likes / Behaviours

"I have an iPhone and the new Samsung Edge. I used one for personal use and the other for business. I follow key people with the design industry via linkedin, twitter and RSS feeds.
I utilise social media to post information about the company I work for, about the projects I work on and to find events to attend. I use other social media sites such as Facebook to share personal photos and videos"

Needs

- High end devices
- Vehicle support – ICE Integration
- Unlimited allowances

Own a car

Have above average credit rating

Went to University

Stats: 73%

87%

52%

Average Values

- 3.7 years with current employee
- 32.6 years old

Spend on Loans: £294 per year

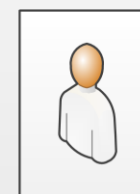
Customer Agents

12 %
of Internal Workforce

"I'm responsible for getting the products to the customers"

- Involvement in full customer lifecycle
- Responsible for supporting the customer
- Work 6 day weeks (Mon-Sat)

Persona – Kevin



Kevin

Age: 52
Location: Coventry
Works as a Mobile Customer Agent for loans provider

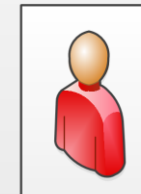
Likes / Behaviours

"I'm a driven individual and have worked hard to get where I am today. I look after multiple customers within the Coventry area so have lots of responsibility. I use my phone for work purposes mainly, making and receiving calls on the move, as well as accessing my email.
I'm married with a couple of grown up kids who no longer live at home. One of which is currently travelling around Australia during a gap year so use my handset for skype and messaging so that I know where he is"

Needs

- Data
- Knowledge of additional products and services
- Mobile coverage
- 24/7 access

Persona – Miles



Miles

Age: 21
Location: Chester
Works as a CSA for Loans provider

Likes / Behaviours

"Im not a very cost conscious individual, I like to spend money and have a good time. I enjoy socialising with my friends, going out for a few drinks. I use my phone a lot for socialising purposes, keeping in touch with friends, girlfriends or using social media.
I spend a lot of my time answering support calls from customers over basic tasks such as updating contact details and taking payments. My role is based in the contact centre so I'm never really away from the desk."

Needs

- Easy to use systems
- Knowledge of additional products and services
- Desktop access
- Fast update times for key changes to customer accounts

Defaults

Support

Pre-Application Support

Activity: 33%

57%

10%

Average Values

- 8.2 years of experience in role
- 129 queries answered per day

Spend on Loans: N/A