PERSONAS OVERVIEW

The modern workplace is continuously shifting, ushering in a new norm with a variety of changes and disruptions. As a result, workstyles and technology has evolved. Through our research, we identified six distinct personas making up 92% of a typical enterprise. Use this guide to ensure you are equipping your employees with solutions designed to target their pain points and set them up for success.

CONNECTED EXECUTIVE

Connected executives are tech-savvy business drivers who go wherever needed to make decisions and solve problems. Due to the fact that they are so versatile in their work style, their pain points include diversions, interruptions and unpredictable background noise. They use more communication tools than any other persona, so they have to stay connected across all devices.
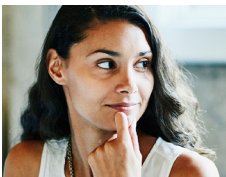
- Occurrence in a typical enterprise: 12%
- Communication intensity: High

ROAD WARRIOR

Always on the move, road warriors work outside of the office more than 50% of the time. Due to their constantly changing environment, their pain points include noise on calls and unreliable connections. They also travel light, so they want solutions that are highly portable and easy to use.

- Occurrence in a typical enterprise: 5%
- Communication intensity: Medium

FLEX WORKER

The flex worker splits time between the corporate office, a home office and travel. They are always innovating and adapting their communications channels. Due to frequent remote and on-the-go work, pain points include difficulty collaborating with colleagues and missing important information in the office. The flex worker needs to be "always-on" and communicate across several devices.

- Occurrence in a typical enterprise: 20%
- Communication intensity: Medium

REMOTE COLLABORATOR

Working from a home office or a remote center, the remote worker has fewer opportunities for in-person meetings and more challenges to successful and productive collaboration. Remote workers depend on multiple devices, unified communications and technologies to bridge the gaps between them and their colleagues, co-workers and clients.

- Occurrence in a typical enterprise: 15%
- Communication intensity: High

OFFICE COLLABORATOR

The office collaborator has an office-based work style, is highly collaborative and open to new technology. As many of office collaborators work in open office spaces and spend the majority of the day at their desk, their pain points include background noise and constant disruptions. They want to seamlessly manage their communication across devices.

- Occurrence in a typical enterprise: 27%
- Communication intensity: High

OFFICE COMMUNICATOR

As a more traditional work style, the office communicator is most comfortable with familiar systems and devices (like a desk phone). Due to the high percentage of time they spend communicating in the office, their pain points include being diverted by interruptions, background noise and lack of privacy on calls.

- Occurrence in a typical enterprise: 13%
- Communication intensity: Low

PERSONAL PRODUCT RECOMMENDATIONS BY PERSONA*

VOYAGER FOCUS UC/ POLY STUDIO P15

CONNECTED EXECUTIVE CHALLENGES

- Ability to connect to multiple devices
- Preventing sounds in your environment from being heard on calls
- Being able to focus and concentrate
- Looking and sounding professional on calls

Other products to consider:

- Voyager 8200 UC
- Voyager 6200 UC

VOYAGER 5200 UC

ROAD WARRIOR CHALLENGES

- Staying connected on the go
- Sounding professional in noisy environments
- Keeping devices charged

Other products to consider:

- Poly Sync 20
- Voyager 6200 UC

VOYAGER 6200 UC/ POLY STUDIO P5

FLEX WORKER CHALLENGES

- Sounding clear in a variety of environments
- Managing connectivity to multiple devices
- Keeping devices charged
- Poor video quality

Other products to consider:

- Poly Sync 20
- Voyager Focus UC

VOYAGER FOCUS UC/ POLY STUDIO P15

REMOTE COLLABORATOR CHALLENGES

- Need highly portable solutions
- Sounding professional in a variety of environments
- Mute awareness
- Grainy video quality

Other products to consider:

- Savi 8200 UC Series
- Poly Sync 20

SAVI 8200 OFFICE AND UC SERIES/ POLY STUDIO P5

OFFICE COLLABORATOR CHALLENGES

- Ability to connect to multiple devices
- Preventing sounds in your environment from being heard on call
- Focus on calls, not the noise around you
- Freezing video during calls

Other products to consider:

- Voyager 4200 Office and UC Series
- Voyager Focus UC

BLACKWIRE 8225

OFFICE COMMUNICATOR CHALLENGES

- Simple call management between desk phone and PC
- To hear and be heard clearly
- Comfortability of headsets

Other products to consider:

- Savi 8200 Office and UC Series
- Blackwire 5200 Series

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*As pain points and connectivity needs may be similar, there is some crossover in product recommendations between personas.