

Buyer Personas

Moving Industry



Buyer Personas

A buyer persona is a fictionalized representation of your ideal consumer. They are composites of the values, behaviors, and characteristics of your perfect customers, distilled into unique summaries.

Our Ideal Customer Profile (ICP)

Demographic:

- Located worldwide
- Has industry certifications (FIDI, ProMover, etc)
- Conducts 2500+ moves per year

Business Goal:

Drive more revenue with fewer resources. Going digital is a new concept but they know the value of it. If a solution exists that reduces overhead costs and increases efficiency, they want to learn more.

Value Proposition:

We solve real world problems with cutting edge technology. Yembo is going to bring digital transformation to home services companies through best-in-class AI products.



Challenges:

Not completing enough moves, not able to connect with customers quickly enough. Their current video survey process/platform is lacking and they want to try what other movers are trying.

Objections:

Might not understand the value of AI versus a video survey. Wondering how AI-identification survey is any different from other virtual survey providers. Tech might be intimidating, especially if they're not problem-aware.

Why they buy:

Yembo is cutting-edge, it's going to generate more revenue than they're currently experiencing. They hear great things from their network and want to provide the same experience to their customers.

Director David

Role: Director, Market Operations Manager, VP

Income: \$80,000-105,000

Age: 50-65

Marital Status: Married/Divorced

Children: 2 (16 and 20 respectively)

Education: Bachelor's Degree

About David: David started his career on a warehouse floor. He knows how his company works and he perceives that he knows more about the relocation industry than most people. He focuses on how to make his team's lives easier and delighting his company's customers. He works hard and plays hard. He enjoys golfing and networking events. During off-season he's on an overseas vacation with his family.



Director David

My responsibilities

I'm responsible for building relationships with my company and clients.

I am either a member of or report directly to the c suite.

I coordinate with vendors, sales team, customer service reps, warehouses, and shippers.

I oversee client customer orders, I respond to complaints, and I keep track of documentation and billing.

How am I evaluated?

Multiple deadlines are met quickly and efficiently

Prioritizes tasks according to urgency and type

All communications are managed in company CRM

My team is completing moves and surveys on time and within scope

Lead to customer rate is greater than 40%

Customer satisfaction is high

Information sources

I get my information from my network

I'm subscribed to FIDI, IAM, my region's mover association, etc

I go to trade conferences

I follow updates on LinkedIn (sometimes Facebook). If I'm younger, I might be on Twitter.

Director David

Triggers: *What causes the buyer to look for a solution?*

David knows a lot of companies that are using Yembo, and he trusts them.

His company's current survey process isn't standardized or consistent, which affects his team's estimates.

Sometimes his team loses an opportunity because they couldn't get a survey completed and quoted quickly enough.

David notices that there are a number of contacts filling out a move request form but his team isn't able to follow up quickly enough.

David might have tried video surveys and there were still elements lacking: time, accuracy, user experience

David's onsite team is driving a lot to complete surveys, not completing nearly as many as they could.

David wants to make sure he's sending the right resources on move day.

David has to update the company's CRM daily, and they're not aligned. Sometimes deadlines are missed, which affects his team and customers.

Director David

Objections & Challenges: What barriers might keep the buyer from investing in a new solution? Why wouldn't they choose us?

Yembo is expensive and David might not know enough about how virtual is any different than video surveys.

David might already be using video surveys and he works for a large company with the resources to hire a field survey team. A field team is accurate, and the video surveys David has tried aren't.

David doesn't want to decay the customer experience, and AI might do that. A lot of his customers (especially senior customers) are used to seeing a surveyor in person. What if my customers don't want to use Yembo?

His team might not see the value of Yembo, and he will definitely not pay for Yembo if his team isn't using us.

Claims aren't really an issue for his team, his company is well-known and already has an efficient claims process.

Director David

Feature Analysis: What features does the buyer evaluate as they search for an alternative solution?

David might work for a van line vendor.

David might not have been looking for a solution but he heard about Yembo from his peers and wants to find out more.

He's looking for intuitive tech that is both top-of-the-line and approachable. His customers and field team should be able to understand how to use Yembo quickly.

David wants to make sure his team isn't spitballing a cube sheet, if he's going to look into a solution it needs to be accurate.

Will Yembo integrate with his current software?

If he's in an international department, he wants to make sure that his solution translates languages, currency, measurements, etc.

Director David

Buying process: What role does the buyer play in the decision making process? What information will the buyer trust in making a decision?

David is a decision maker but does not have buying power.

David is part of a team that decides to add Yembo's software: VP, Sales, CS, IT

He wants social proof and he wants to see Yembo in action.

Who else has Yembo worked with, who can vouch for Yembo? If David is a van line agent, he wants to know about another agent in the same van line.

David needs a vendor he can trust: AI is still a relatively new concept and he needs to protect his customers information.

He will want to talk to more than one person at Yembo to find out if they're 'good people' or not. How he gets along with our team is important.

Content Library for Director David

AWARENESS

The real cost of inaccurate estimates (Blog)

The x easiest ways to reduce overhead costs in the moving industry (Blog)

How does an AI-identification survey tool actually work? (Video)

X industry tips to improve cross-team communication (Blog)

CONSIDERATION

How switching from video to virtual surveys transforms the revenue cycle (Blog)

Trending Tech in the Moving Industry (eBook)

Competitor comparison infographic

Tech Scorecard: Grade your digital posture (interactive survey)

DECISION

Industry battlecards

X ways Yembo drives revenue (POC)

X benefits of a Yembo + [Van Line] partnership (one pager)

Best practices to add Yembo to your tech stack (Blog)

X signs it's time to try Yembo (Blog)

Yembo University (resources center)