



 **eVoice**
PERSONAS





BEN & MIKE

Late 30s/Early 40s | Law | San Diego, CA



Pros Dedicated to Helping Clients

Ben and Mike became co-founders of B&M Law firm 5 years ago. They are a dynamic duo, and each brings their own expertise to the company. Since they opened, they have been committed to integrity, hard work, and a professional demeanor. As competition has increased, they know it's time to make a change in the way they run their business.

Goals

- ✔ Project a successful, big business image that can stand toe-to-toe with the leading law firms.
- ✔ Serve clients with integrity and reliability
- ✔ Keep up with the latest technology

Frustrations

- ✘ Lagging behind in their understanding of the latest technology
- ✘ Customer focus takes up all of their time
- ✘ Staying structured and organized is a challenge

“For us to compete with larger businesses we have to appear credible and reliable, with a big business image. But we don't have deep knowledge of the latest technology.”

What Legal customers are saying about eVoice®:

Features they are eager to use

- ✔ Voicemail
- ✔ Phone for business
- ✔ Call forwarding

How they expect eVoice® to help their business

- ✔ Professional image/appearance
- ✔ Client communication
- ✔ Call management



Nina

29 | Graphic Design | Mountain View, CA



Tech-Savvy and Creative Graphic Designer

Nina is a skilled and experienced graphic designer who has been working for herself for the past two years. She has a small group of clients and is ready to expand. She is creative, organized and enjoys challenges. Nina is single, independent and loves the flexibility of not having a boss or set work schedule. She plans to work from home, but wants it to seem like she has an actual office.



"I love having my own business but I'm seeking bigger clients. I need to come across as sophisticated and be reachable 24/7. To reach my goals, I need to look like I'm part of a big company."

Goals

- ✔ Wants to be seen as sophisticated
- ✔ Wants big name clients
- ✔ Wants to be connected at all times

Frustrations

- ✘ Worries clients will doubt her ability or experience because she works independently
- ✘ Social media expertise and a well-designed website may not be enough to get her company recognition

What Graphic Design customers are saying about eVoice®:

Features they are eager to use

- ✔ Voicemail Service
- ✔ Extensions
- ✔ Call forwarding
- ✔ Toll Free Number

How they expect eVoice® to help their business

- ✔ Professional look
- ✔ Customer service
- ✔ Answer business calls



Emily

38 | Medical Sales | Chicago, IL



"Sales in the medical industry is an extremely competitive industry and I'm always on the lookout for ways to gain an edge."

The Driven Medical Sales Rep

Emily takes great pride in the medical supplies she sells to GPs, hospitals, pharmacists and nurses. To be competitive in sales, Emily is persistent and rarely accepts "no" for an answer. Yet her genuine enthusiasm for her products is infectious and she excels at building great rapport with her clients. She is eager to service her clients well and always leave them with a great impression.

Goals

- ✓ Grow her network of medical professionals and organizations
- ✓ Wants to be competitive with other salespeople and brands in the marketplace
- ✓ Needs to excel in her work and be seen as a reliable, accessible rep

Frustrations

- ✗ Doesn't know how to be more competitive and efficient at her job. She needs an easy solution with a big impact
- ✗ Inefficient communications uses up valuable time she could spend on sales

What Medical/Healthcare customers are saying about eVoice®:

Features they are eager to use

- Voicemail
- Professional Answering
- Call forwarding

How they expect eVoice® to help their business

- Professionalism
- Client and customer service
- Call management



Richard

33 | Finance | Minneapolis, Minnesota



The Successful Adviser

As a successful financial adviser, Richard is extremely busy between client meetings, advising new clients, and business networking. He is a driven, focused, and goal-oriented individual who continually strives to improve the way he runs his business and services his clients.

"I am always on the go and super busy, but with so many clients, my challenge is to maintain a high-level of service with my existing clients while having a great impression on prospects."

Goals

- ✔ Wants to grow his client base and receive lucrative referrals
- ✔ Wants to be perceived as knowledgeable & professional
- ✔ Needs to maintain his reputation

Frustrations

- ✘ Struggles with juggling his calls while running his day-to-day business
- ✘ Loses lucrative opportunities due to his inability to answer every call

What Finance customers are saying about eVoice®:

Features they are eager to use

- Voicemail
- Toll Free Number
- Call forwarding

How they expect eVoice® to help their business

- Business Image, Growth and Professionalism
- Phone Service
- Call management



Susan

53 | Real Estate | Montclair, N.J.



On the Go Business Woman and Mom

Susan is the do-it-all mom and needs to be available for her three kids and husband while showing houses throughout the day. A business woman and PTA member, she thrives on helping people and staying busy. She is educated, strong-willed and charismatic. Susan knows she needs to get organized to perform at her best.



"I have a full life with family and business obligations. I'm also very active in community projects. I need to be available by phone for personal and business reasons all hours of the day and evening."

Goals

- ✓ Needs two different contact numbers for work/life balance
- ✓ Wants to be available to family and friends while working and throughout the day
- ✓ Must be reliable and organized

Frustrations

- ✗ Balancing family and work obligations
- ✗ Always looking responsible and established

What Real Estate customers are saying about eVoice®:

Features they are eager to use

- Voicemail
- Extensions
- Call forwarding
- Voice to text

How they expect eVoice® to help their business

- Create a professional image
- Convenience and accessibility for clients
- Call management and routing



Matt

44 | Construction | Indianapolis, IN



The Hard Working Handyman

Since getting laid off, Matt has been doing independent work for family, friends and community members in the realm of house renovations, construction—and everything in between. His main way of gaining new clients has been word of mouth, but recently business has stalled. Matt has decided it's time to get serious about starting his own business.



"I need to build a strong presence in the community in order to get work. To do that I need to look professional and be accessible to prospective clients."

Goals

- ✓ Wants to start his own business and be taken seriously by prospects
- ✓ Wants to build his reputation and stay gainfully employed
- ✓ Wants to be competitive against larger contractors

Frustrations

- ✗ Doesn't have an office or permanent employees
- ✗ Doesn't live close to where he works

What Construction customers are saying about eVoice®:

Features they are eager to use

- Voicemail
- 2nd Phone Line
- Extensions
- Auto Attendant

How they expect eVoice® to help their business

- Professional image
- Customer service and accessibility
- 2nd phone line for business
- Call management and routing