ICARe ALUMNI
INTERNATIONAL CONFERENCE ON ALUMNI RELATIONS

WHO ARE YOUR CUSTOMERS REALLY?

Customer Personas and Journeys

https://www.youtube.com/watch?v=jajduxPD6H4
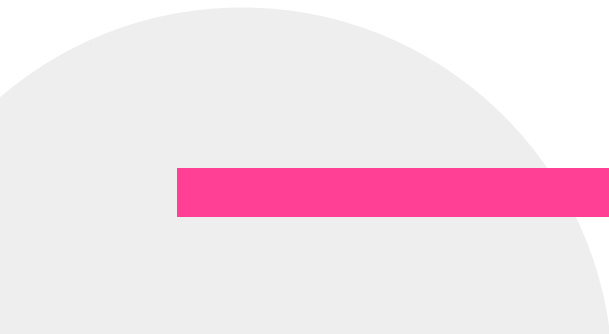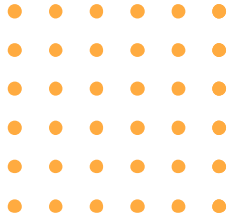
3 KEY TAKE-AWAYS

EMPATHY

We might miss what our customer doesn't

EXPERIENCE

How we feel matters a lot

PERSONAS

Different customers have very different needs

Jenny, 42
Sales Manager

- Works for a large international company as a sales manager
- Tries hard to balance work, family and a healthy lifestyle

- Married
- 3 kids under 10
- Income above average
- Lives in the suburbs

- Runs every morning,
- Extroverted personality
- Family first approach to decisions

Tara, 21
Student

- Studies social sciences and decided to participate in ERASMUS
- Wants independence, to figure our her passions, to meet new people and experience cultures

- Single
- Parents provide an allowance
- Lives downtown

- Adventurous, open to new experiences,
- Willing to take risks.

## RELOCATING TO A DIFFERENT COUNTRY FOR STUDIES

… › FINDING A PROPERTY › GETTING A BANK LOAN › ARRANGING TRAVEL PLANS › TRAVELING › …

Choosing an airport

Choosing relevant ticket type

Booking the flight

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Peter, 42
Business Owner

- Owns a small, 5 employee company
- Has many «hats» in the company: sales, marketing, finance and strategy on his shoulders

- Married
- 1 kid – 8 years old
- Income above average

- Working and networking 24/7
- Has very little free time, constantly needs to prioritize

TO GROW AND SCALE HIS COMPANY
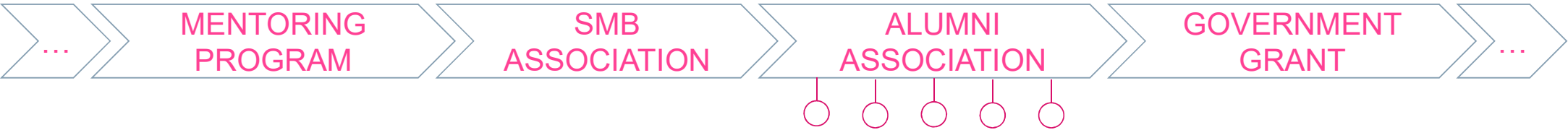
... MENTORING PROGRAM › SMB ASSOCIATION › ALUMNI ASSOCIATION › GOVERNMENT GRANT › ...

Ingrid, 48
Marketing Specialist

- Works for a large international for over 20 years
- Wants to change her job, and grow her career – has reached her potential in her current position

- Married
- 2 kids – both are university students
- Average income

- Has a lot of free time, ready to take on additional responsibilities
- Wants to learn new skills

TO FIND A NEW JOB – CAREER GROWTH

... → **QUALIFICATION COURSES** → **UPDATING CV AND LINKEDIN** → **ALUMNI ASSOCIATION** → **APPLYING FOR NEW POSITIONS** → ...

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HOW?

HOW TO CREATE CUSTOMER PERSONAS?

IDENTIFICATION

1 Start looking for the customer personas

Create assumptions: Talk to your colleagues and employees – brainstorming sessions. Don't go in too many details!

Add data sources: Supplement the assumptions with hard data:
- Registration & member data bases, surveys
- Social account insights.
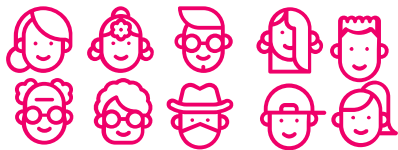
Persona skeletons
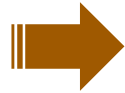
PRIORITIZATION

2 Select top 3-4 most important ones

Value: Which are your most valuable personas?

Frequency: Which are the most represented in your organization? Are there any groups you haven't tapped into?

Prioritized skeletons
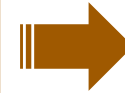
FINALIZATION

3 Flesh out the details and adjust

Conduct interviews: Add more depth to your insights by talking to your customers.

Adjust personas: Sometimes you will have to re-prioritize personas or add new ones.

Detailed personas
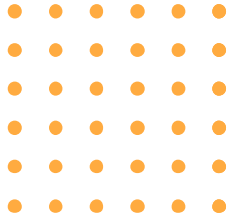
WORK IN GROUPS

DEFINE 3 (ARCHE)TYPICAL ALUMNI PERSONAS THAT YOU ARE FAMILIAR WITH

20 min

Persona portrait

NAME

Short description of the persona.

Persona portrait

NAME

Short description of the persona.

Persona portrait

NAME

Short description of the persona.

Q&A

HOW?

WHERE TO GET ADDITIONAL DATA?

Create a Pivot Table:

1. Select the list of your customers,
2. Insert the Pivot Table
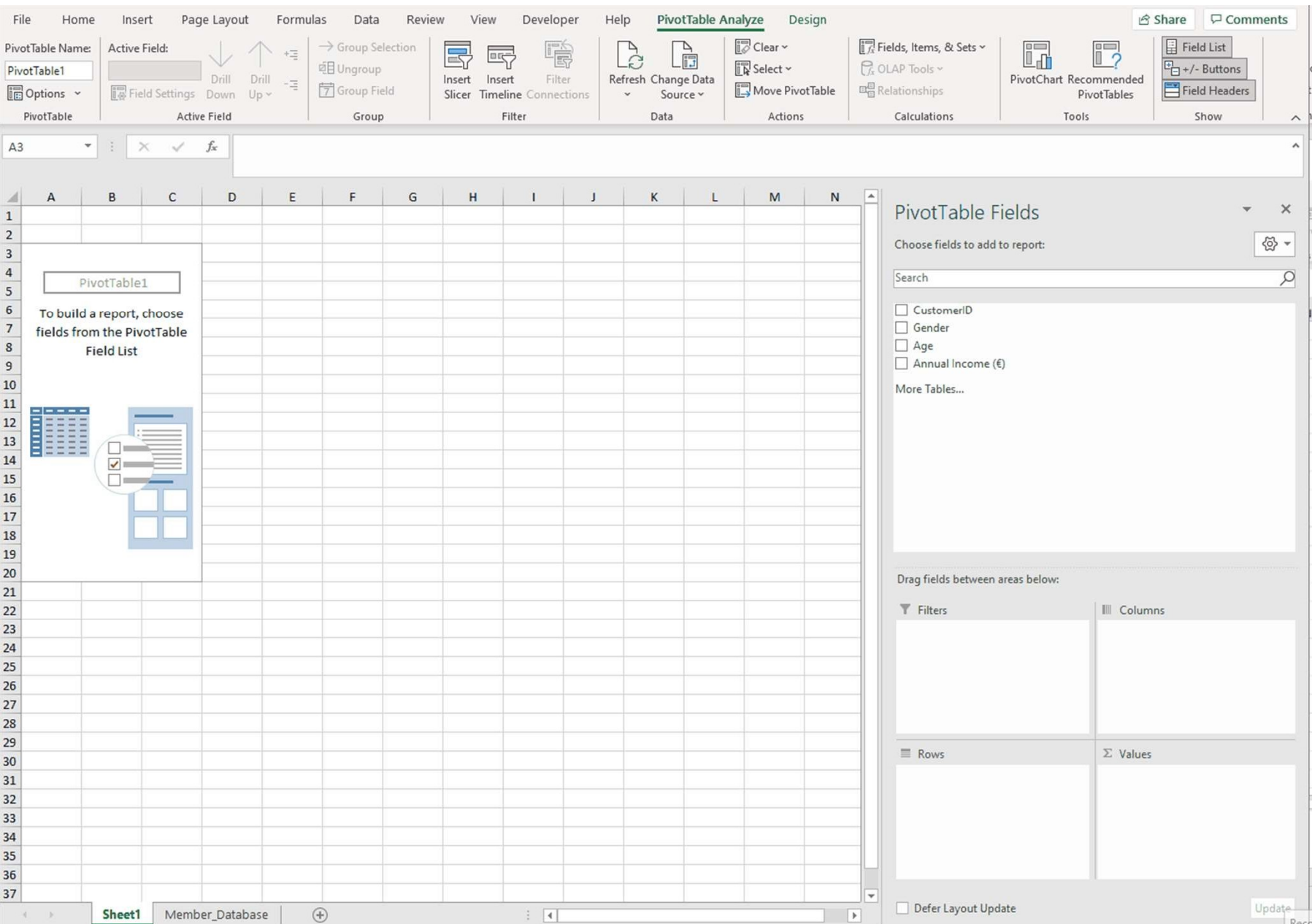
Create a grouping:

1. Select the «number» atribute you would like to group (age, income, lifetime donations, city, length of employment…),
2. Mouse over between the header and the first data row until a downwards arrow appears,
3. Click on «Group Selection» under «PivotTable Analyze» tab,
4. Select the interval range you would like to use for the grouping

Add attributes to be

1. Drag in the values that you would like to see in the grouping. For example: count of customers in each age group. Average income in each age group.
2. Select how to display the values:
   1. Count (you can also select to show the count as % of the total customer count),
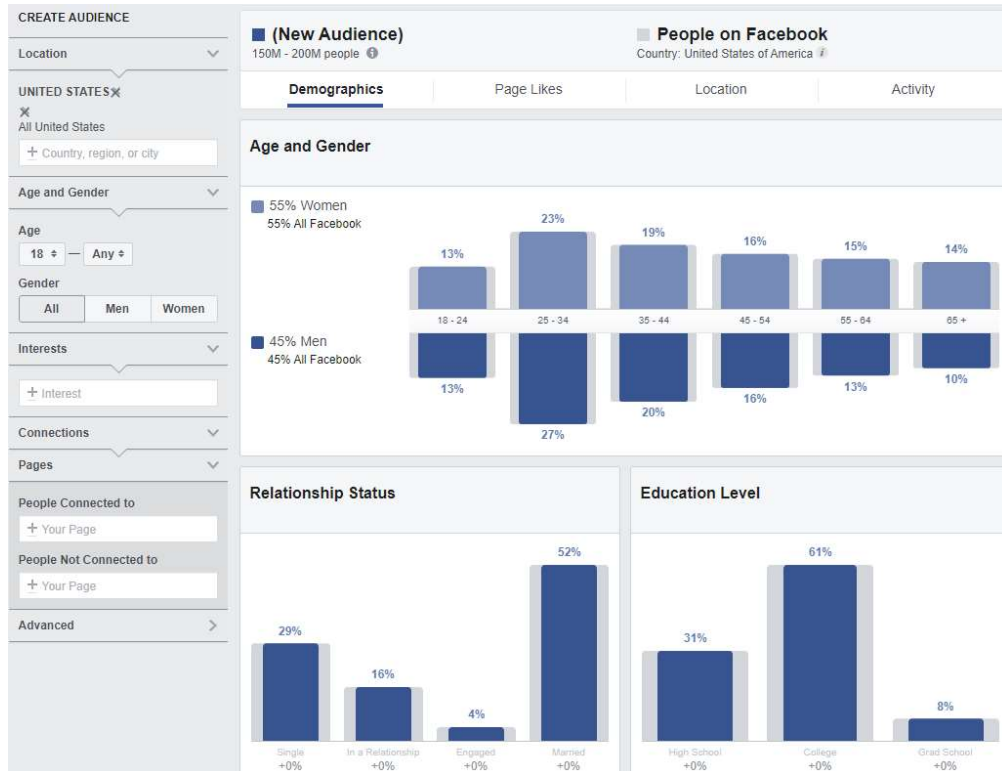   2. Average,
   3. Sum

GOOGLE ANALYTICS: https://analytics.google.com/

Not only for SEO and marketing – but also to gain powerful insights into visitor's demographics.
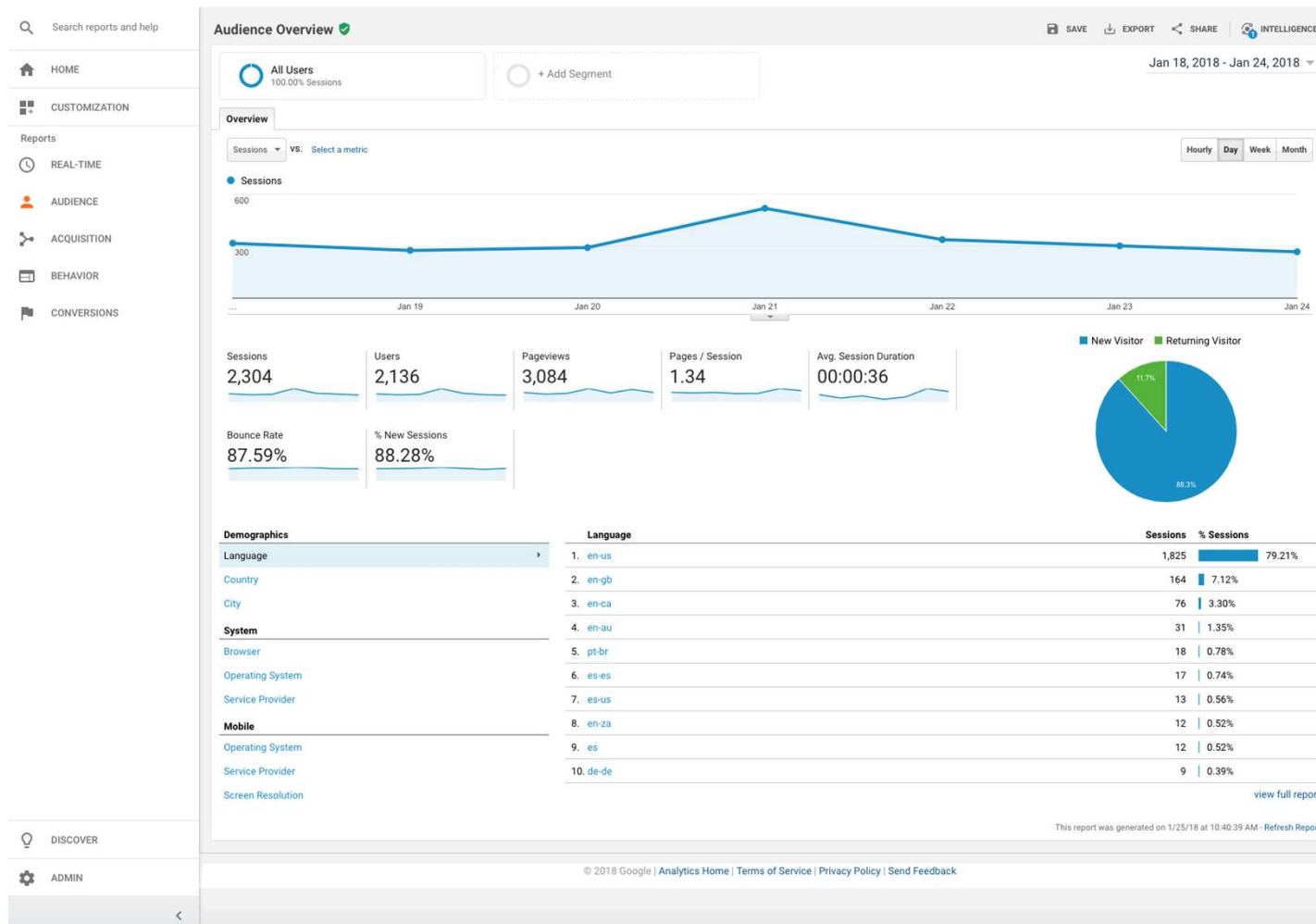
FACEBOOK AUDIENCE INSIGHTS
https://www.facebook.com/ads/audience-insights
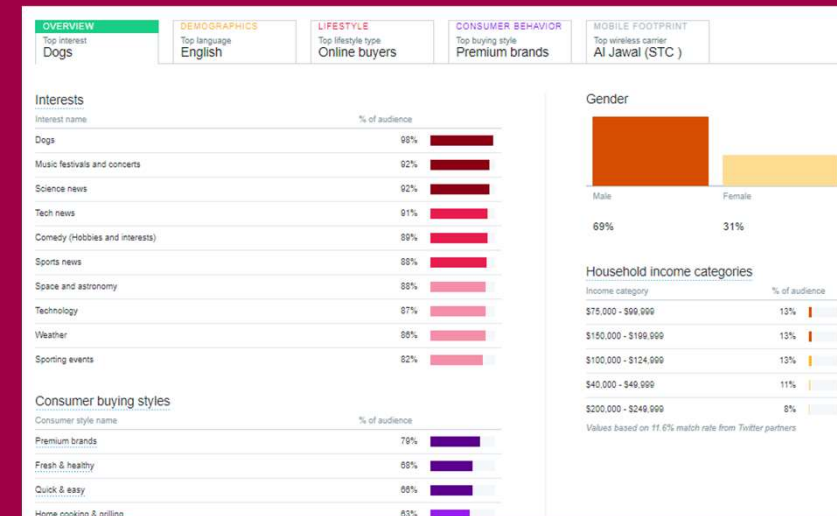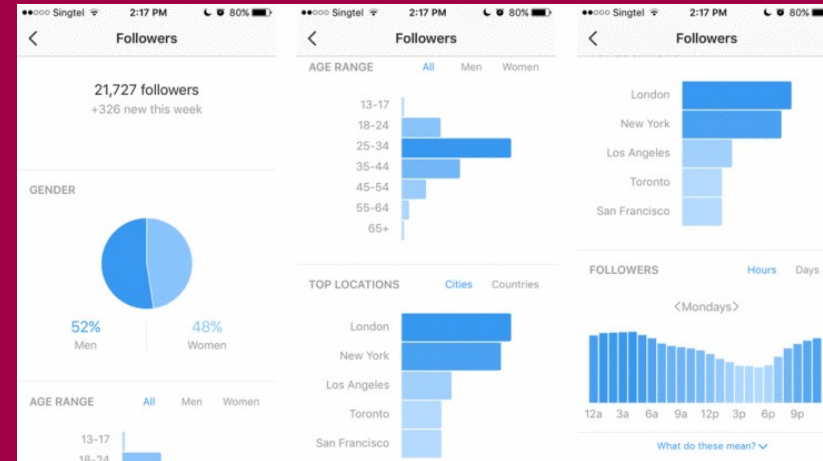Gain insights into your followers' demographics, interests, other pages that are being followed.

INSTAGRAM & TWITTER INSIGHTS/ANALYTICS:
https://analytics.twitter.com
Twitter now has a paid version for analytics, but Instagram still has a free version.

Ursus Wehrli: The Art of Clean-Up

CONTACTS

GUNDARS KOKINS

Gundars.kokins@onpoint.lv
linkedin.com/in/gundarskokins/

MIRO BOARD

miro.com/app/board/o9J_lFHZbLM=/