

SaaS Customer Persona: Subscription Services

Basic Profile

Name

- Amanda Roberts

Age

- 34

Location

- Seattle, WA

Job Title

- Operations Manager

Industry

- E-commerce Subscription Box Service

Company Size

- 25-100 employees

Demographics & Background

- Bachelor's degree in Business Management
- 8+ years of professional experience
- Tech-savvy and data-driven decision maker

Goals

- Streamline subscription management operations
- Enhance customer retention and engagement
- Improve metrics tracking and reporting
- Scale subscriber base efficiently

Pain Points

- Manual tracking of renewals and cancellations
- Limited integration with existing CRM
- Lack of real-time analytics
- Inefficient invoicing and billing processes

Preferred Features

- Automated billing & invoicing
- Seamless CRM integrations
- Customizable reporting dashboard
- Churn prediction

Tools & Technology

- Salesforce
- Stripe
- Google Analytics
- Excel & Google Sheets

Decision Making Process

- Seeks input from IT and finance teams
- Researches solutions and reads peer reviews
- Requires demo/trial before purchase

Buying Triggers

- Company growth requires new automation
- Negative customer feedback on billing process
- Platform update or integration necessity

Quotes

- "Our team needs better tools to handle subscriber management at scale."
- "I want to reduce the time spent on repetitive billing tasks."