

Buyer Personas

A buyer persona is a fictional character you create to represent the types of people you want to target. They get names, jobs, sometimes even pet dogs.

VS [ICPs](#)?

An ideal customer profile (ICP) is a detailed outline of your ideal customer used to adjust marketing and lead generation tactics.

[ICPs](#) are more about figuring out who would benefit the most from your product or service. Buyer Personas are more about creating a better user experience.

Mid Market

If we take our best clients - Bain, Back Market, Ubisoft, Ornika - these are our main contacts job titles and characteristics:

- Main contacts / Decision makers: “Chief People Officer”, “Chief Human Resources Officer”, “DAF”, “Diversity and Inclusion Director”, “Head of Talent”
- Assistants / Right arms: “HR Coordinator”, “Manager, HR & Payroll”, “Cheffe de projets RH et Diversité”, “Diversity, Inclusion & Employee Experience Manager”, “People Operations Specialist”
- 80% of women and 20% of men
> Men are mainly DAFs - could lead to internal fights :-D

Buyer Persona

“Chief People Officer”, “Chief Human Resources Officer” & “Head of Talent”

Missions

1. HR strategy definition and coordination to improve efficiency and optimize costs
2. Operationally helping HR linked Team - both horizontal and vertical

Pains

- Attract new talents - especially the middle managers
- Reduce the employees churn
- Take care of the day-to-day time consuming tasks blockers
- Struggle to define and implement a company culture

Solution(s)

- Convince potential talents & Engage current ones // integrated benefits solution
- Improve the perceived value of the benefits // App + card
- Streamline the configuration and the management of the benefits // dedicated dash
- Be associated with a fair brand-solution for everyone, everywhere

Useful content

- Attract new talents - especially the middle managers
 - => <https://www.worklife.io/les-novateurs-podcast/virgile-raingeard>
 - => <https://blog.worklife.io/defis-rh-2021/>
 - => <https://blog.worklife.io/top-10-avantages-salaries-2021/>
-
-
- Reduce the employees churn
 - => <https://blog.worklife.io/avantages-salariaux-pandemie/>
 - => <https://blog.worklife.io/preparer-retour-au-bureau/>
 - => <https://blog.worklife.io/qualite-de-vie-au-travail-collaborateurs/>

Actually all podcast episodes are about talent attraction & retention
All episodes here : <https://www.worklife.io/les-novateurs-podcast>
(4 new episodes coming in September & October)

- Take care of the day-to-day time consuming tasks blockers
=> <https://blog.worklife.io/bilan-social-individuel-tout-savoir/>
=>
- Struggle to define and implement a company culture
=> <https://www.worklife.io/les-novateurs-podcast/virgile-raingeard>
- => <https://www.worklife.io/les-novateurs-podcast/kevin-duchier>
=> <https://www.worklife.io/les-novateurs-podcast/claire-bonenfant>
=> <https://blog.worklife.io/rse-importance-entreprise/>
=> <https://blog.worklife.io/titres-restaurant-criteres-pour-choisir-emetteur/> (titres restaurants solidaires dans le cadre de la politique RSE de l'entreprise => peut faire partie de la culture de l'entreprise)

Enterprises

Mission / Objectifs

Lorem ipsum

Contraintes / Problématiques

Lorem ipsum

Avantages Worklife

Lorem ipsum

Contenus intéressants

Lorem ipsum