



GET TO KNOW YOUR WORKFORCE

PERSONAS OVERVIEW

The modern workplace is continuously shifting, ushering in a new norm with a variety of changes and disruptions. As a result, workstyles and technology has evolved. Through our research, we identified six distinct personas making up 97% of a typical enterprise. Use this guide to ensure you are equipping your employees with solutions designed to target their pain points and set them up for success.



CONNECTED EXECUTIVE

Connected executives are tech-savvy business drivers who go wherever needed to make decisions and solve problems. Due to the fact that they are so versatile in their work style, their pain points include diversions, interruptions and unpredictable background noise. They use more communication tools than any other persona, so they have to stay connected across all devices. Their need to have private conversations and focus as they move across locations makes them the top users of focus rooms.

- Occurrence in a typical enterprise: 16%
- Communication intensity: High



ROAD WARRIOR

Always on the move, road warriors work outside of the office more than 50% of the time. Due to their constantly changing environment, their pain points include noise on calls and unreliable connections. They also travel light, so they want solutions that are highly portable and easy to use. In the office, they spend much of their time in meeting rooms, over half in large and medium rooms.

- Occurrence in a typical enterprise: 4%
- Communication intensity: Medium



FLEXIBLE WORKER

The flex worker splits time between the corporate office, a home office and travel. They are always innovating and adapting their communications channels. Due to frequent remote and on-the-go work, pain points include difficulty collaborating with colleagues and missing important information in the office. The flex worker needs to be "always-on" and communicate across several devices. In the office, they frequently use video-equipped focus, huddle, and small meeting rooms.

- Occurrence in a typical enterprise: 21%
- Communication intensity: Medium



REMOTE COLLABORATOR

Working from a home office or a remote center, the remote collaborator has fewer opportunities for in-person meetings and more challenges to successful and productive collaboration. Remote workers depend on multiple devices, unified communications and technologies to bridge the gaps between them and their colleagues, co-workers and clients. More than a third of their in-office time is spent away from their desk, primarily in huddle and small meeting rooms.

- Occurrence in a typical enterprise: 36%
- Communication intensity: High



OFFICE COLLABORATOR

The office collaborator has an office-based work style, is highly collaborative and open to new technology. As many of office collaborators work in open office spaces and spend the majority of the day at their desk, their pain points include background noise and constant disruptions. They want to seamlessly manage their communication across devices. Over a quarter of their office time is spent away from their desk in meeting rooms of all sizes.

- Occurrence in a typical enterprise: 16%
- Communication intensity: High



OFFICE COMMUNICATOR

As a more traditional work style, the office communicator is most comfortable with familiar systems and devices (like a desk phone). Due to the high percentage of time they spend communicating in the office, their pain points include being diverted by interruptions, background noise and lack of privacy on calls. Spending nearly all their time at their desk, they have the lowest use of focus and meeting rooms.

- Occurrence in a typical enterprise: 5%
- Communication intensity: Low

PERSONAL PRODUCT RECOMMENDATIONS BY PERSONA*



VOYAGER FOCUS 2/
POLY STUDIO P15/CCX 700

CONNECTED EXECUTIVE CHALLENGES

- Ability to connect to multiple devices.
- Preventing sounds in your environment from being heard on calls.
- Being able to focus and concentrate.
- Looking and sounding professional on calls.

Other products to consider:

- Savi 8200 Office Series
- Voyager 6200 UC



VOYAGER 5200 UC/
POLY STUDIO P5

ROAD WARRIOR CHALLENGES

- Staying connected on the go.
- Sounding professional in noisy environments.
- Keeping devices charged.

Other products to consider:

- Voyager 8200 UC
- Sync 20+



VOYAGER 6200 UC/
POLY STUDIO P5

FLEX WORKER CHALLENGES

- Need highly portable solutions.
- Keeping devices charged.
- Poor video quality.

Other products to consider:

- Voyager Focus 2
- Sync 20+
- Studio P15



VOYAGER FOCUS 2/
POLY STUDIO 15

REMOTE COLLABORATOR CHALLENGES

- Managing connectivity to multiple devices.
- Sounding professional in a variety of environments.
- Mute awareness.

Other products to consider:

- Savi 8200 UC Series
- Sync 20+
- Studio P5



VOYAGER 4300 UC SERIES/
POLY STUDIO P5/CCX 505

OFFICE COLLABORATOR CHALLENGES

- Ability to connect to multiple devices.
- Preventing sounds in your environment from being heard on call.
- Focus on calls, not the noise around you.

Other products to consider:

- Blackwire 8225
- Voyager Focus 2



SAVI 8200 OFFICE SERIES/
POLY STUDIO P5/EDGE E450

OFFICE COMMUNICATOR CHALLENGES

- Simple call management between desk phone and PC.
- To hear and be heard clearly.
- Comfortability of headsets.

Other products to consider:

- Blackwire 8225
- Blackwire 5200 Series

*As pain points and connectivity needs may be similar, there is some crossover in product recommendations between personas.