

# Company ABC Buyer Personas



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# Small Business Owner Owen

## Demographics, Background & Identifiers:

- Age: 33-38
- Founded a high-end children's toy manufacturing company 5 years ago
- Annual sales: \$10 million
- 85% of sales are online



# Small Business Owner Owen

## Goals:

- Launch a new product line within the next year
- Improve online reach and visibility
- Aggressively grow e-commerce sales
- Maintain profitability
- Maintain and grow a base of delighted customers



# Small Business Owner Owen

## Sources of Information:

- Google
- Industry publications
- Social media (LinkedIn, Twitter, Reddit)



# Small Business Owner Owen

## Challenges:

- **High rates of credit card fraud for online sales:** Owen's products are a major target for fraudsters. Because the products are sold online, it's easy for thieves to use stolen credit card information to make big purchases fraudulently. And because the products are in such high demand, these thieves simply resell the products at a slightly lower cost and pocket a nice profit.
- **Inexperience:** Owen founded the company because he's a product guy, not a business guy. He's honestly not even sure if there's anything he can do about the theft. Maybe credit card fraud is just part of doing business online.
- **Manually reviewing each online order is a pain in the neck:** So far, Owen's response to fraud has been to have his staff manually review online orders. However, this slows down the sales process and frustrates both his employees and customers.

# Small Business Owner Owen

## Pains and Solutions:

**Pain:** “We’re dealing with a high chargeback rate that could affect our ability to have a regular merchant account. How do we prevent fraud from happening in the first place?”

**Solution:** Company ABC offers a fully outsourced fraud protection solution to help you prevent fraud and lower your chargeback rate.


**Pain:** “I know we need to do a better job at reviewing orders to prevent fraud, but manually reviewing each transaction is time consuming and frustrating.”

**Solution:** Company ABC’s fraud protection solution uses artificial intelligence and doesn’t require fraud analysts, modelers, a manual review team or fraud chargeback management.



# Small Business Owner Owen

## Common Questions:

- Why are my chargeback rates so high?
  - What is credit card fraud, and how does it happen?
  - What types of products carry a high fraud risk?
  - How can I protect my business against fraud?
  - How do I safely grow my e-commerce business?
  - How can I protect my business against fraud?
  - How do I streamline my order review process?
  - How do I improve my online customer experience?
  - How do other companies in my industry handle fraud protection?
  - What's the difference between manual fraud protection and artificial intelligence fraud protection?
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# CFO Susan

## Demographics, Background & Identifiers:

- Age: 40s to 50s
- CFO of a women's clothing manufacturer
- Annual sales: \$100 million (50% online)





# CFO Susan

## Goals:

- Expand cross-border sales to take advantage of growth markets in Asia and Latin America
- Ensure the company's growth is both profitable and sustainable
- Create an environment that facilitates e-commerce sales while minimizing risk



# CFO Susan

## Sources of Information:

- Industry publications
- Email newsletters
- Social media (Facebook for personal use, LinkedIn for professional use)



# CFO Susan

## Challenges:

- **High order rejection rates:** Nearly 5% of the company's transactions are rejected due to suspected fraud, and their products are a hot target for cybercriminals due to their popularity and resale value. This not only hurts the company's profitability, it also damages their reputation.
- **Diverse markets:** After years of steady growth in the U.S., the company is gaining a reputation as a status symbol for wealthy young consumers in both Asia and Latin America. The company's e-commerce team is struggling to keep pace with the unique and rapidly changing conditions in these diverse markets.
- **Tough competition:** As big as the company is today, they're up against bigger, more well-established rivals. It's critical that Susan figure out how to manage this escalating fraud scenario so that she can drive profitable and sustainable growth for the company.

# CFO Susan

## Pains and Solutions:

**Pain:** “I know our company is a target for online credit card fraud, but I'm not sure what my options are.”

**Solution:** Company ABC offers a fully outsourced fraud protection solution to help you monitor transactions and catch fraud before it becomes a problem for your business's bottom line and reputation.

**Pain:** “We want to expand into cross-border markets, but we're concerned about the risk.”

**Solution:** Company ABC has experience with international sales and can help you identify and manage your e-commerce credit card fraud risks with a comprehensive fraud management system.



# CFO Susan

## Common Questions:

- How does credit card fraud risk vary by country?
- What fraud trends do we need to be aware of?
- What is causing our high order rejection rate?
- How do other companies in our industry handle fraud protection?
- How do we streamline our order review process?
- How do we lower our false rejection rates?
- What are the pros and cons to artificial intelligence fraud protection?
- Will we lose control of our sales process if we outsource fraud management?

