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Improvement Process for updating EATON Electrical Sectors Personas due to Changes during the Covid-19 Pandemic in the EMEA region

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Abstract

Due to the Covid-19 pandemic, business activities have experienced a significant change – particularly in digitalization. Companies are expected to become more present through various digital platforms, including interaction with customers. Eaton ES-EMEA recognizes that this shift has an impact to the buyer personas that it triggers the need to update its personas. However, Eaton ES-EMEA has not had the improvement process of buyer persona. There are four validation methods that can be implemented in the buyer persona update process: customer online survey, existing data in Power BI, panel discussions with customers and panel discussion with specialists. The author recommends Eaton ES-EMEA to adopt customer online survey as the primary data validation method and make use of existing data in Power BI as a complementary information. The author hopes that the recommendation buyer persona update process can be applicable for Eaton's customer experience to a higher level.

Abstrak

Akibat pandemi Covid-19, aktivitas bisnis mengalami perubahan yang signifikan – khususnya dalam digitalisasi. Perusahaan diharapkan lebih hadir melalui berbagai platform digital, termasuk interaksi dengan pelanggan. Eaton ES-EMEA menyadari bahwa perubahan ini berdampak pada persona pembeli sehingga memicu kebutuhan untuk memperbarui personanya. Namun, Eaton ES-EMEA belum memiliki proses peningkatan persona pembeli. Ada empat metode validasi yang dapat diterapkan dalam proses update persona pembeli: survei online pelanggan, data yang ada di Power BI, diskusi panel dengan pelanggan dan diskusi panel dengan spesialis. Penulis merekomendasikan Eaton ES-EMEA untuk mengadopsi survei online pelanggan sebagai metode validasi data utama dan memanfaatkan data yang ada di Power BI sebagai informasi pelengkap. Penulis berharap proses pembaruan persona pembeli rekomendasi dapat diterapkan untuk pengalaman pelanggan Eaton ke tingkat yang lebih tinggi.

Keywords: buyer persona, customer experience, update process, data validation, Covid-19 pandemic, digitalization.