



healthcare provider  
& financial services  
buyer personas for  
BOX Marketing

march XX, 2015

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### overview & summary

- + stakeholders
- methodology
- key findings

### survey findings & highlights

- + customer survey
- key results & data

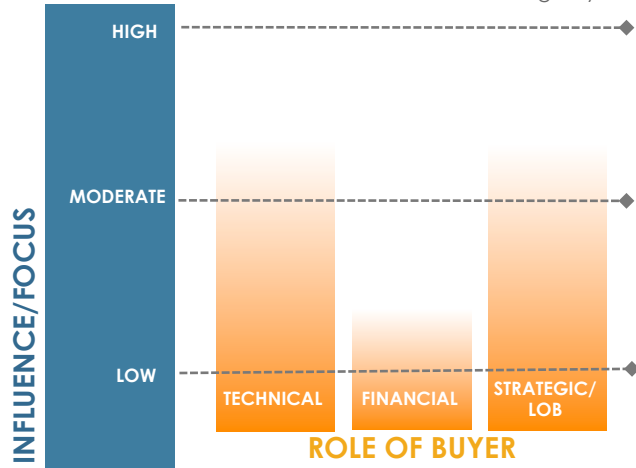
### use case profiles & detailed personas

- + vertical one: healthcare providers
- vertical two: financial services, insurance providers

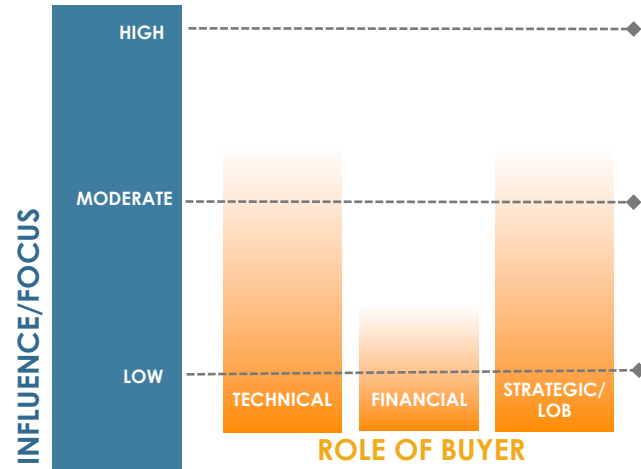
activate

# BOX customer survey – buying stage

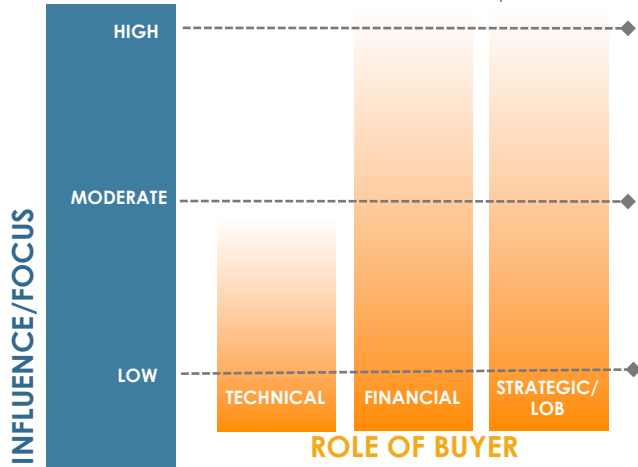
**BUYING STAGE ONE: AWARENESS** - Looking beyond the status quo



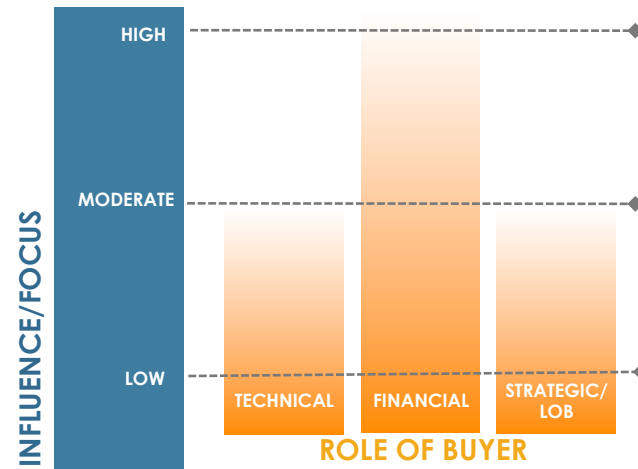
**BUYING STAGE TWO: EDUCATION** – Commitment to make a change



**BUYING STAGE THREE: COMPARE** – Explore solutions



**BUYING STAGE FOUR: DECISION** – Commit to a solution



# BOX customer survey – buying stage

*Technical roles* have fairly even influence across all but post-sale buying stage.

*Financial roles* focus more on compare and decide stages.

*Strategic/LOB*, like technical, have more even influence with stronger focus in comparing solutions.

