



Rebecca Carlson

Frontline SaaS worker / prospective startup founder

“The SD community is based on trust. That makes it a great place for people to try out new ideas.”

- Wants to start a business in part using the connections she gains at the SD conference
- Hoping to network and also attend some useful presentations
- Has some difficulty with walking quickly and standing for long periods

Personal Information

Age: 31

Gender: Female

Location: Vancouver, Canada

Accessibility Challenges: Mobility

Hobbies: Writing, Painting, Watching movies

Rebecca's Story

Rebecca is a frontline employee working for an SaaS company based in Vancouver, Canada. She has been in the support industry for six years, and although she still enjoys many things about her job, she feels undervalued by her employer and ready to take more control of her career. She wants to start her own business marketing web tools to support providers. She has some prototypes ready to release, but she needs to start building a prospective client list in order to lure investors. Rebecca has been a member of the Support Driven online community for the past four years and she values how trustworthy and helpful the community is. She has decided to come to the SD 2019 conference in Portland because she believes this will allow her to network with other professionals and learn more about the needs that exist in the industry. She has heard that others have had success launching startups using SD connections, and she hopes some of the magic will rub off on her, too.

Rebecca is slightly anxious about attending the conference because she has limited mobility due to a neurological condition. Although she can walk, she can't move as quickly as others can. This means that she is often the last person to arrive at a crowded event, and is forced to stand, something that is difficult for her to do for long periods of time. However, she knows the SD community to be very inclusive, and she feels confident the organizers will have thought of a way to make the conference accessible to her.

Current Job

Type of company: B2B SaaS

Work conditions: Remote

Work situation: Answers questions, troubleshoots problems, and resolves issues for commercial clients in the U.S. and Canada.

Time in support: 6 years

Current role: Frontline technical support

Most enjoyable part of job: For a remote position, her job is very social, and she enjoys that. She loves helping people and working with technology.

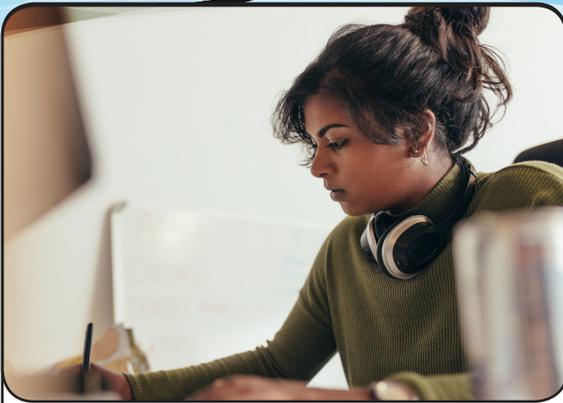
Most frustrating part of job: She dislikes the metrics by which her work is judged, and has begun to feel stifled by the work culture at her company.

Conference Attendance

2018 Conference - did not attend

2019 Conference

- Attendance:** planning to attend
- Reasons for attending:** to build contacts and survey the industry in order to eventually launch her own business
- Expectations for SD 2019:** she is giving a presentation related to her startup idea, but she expects to spend as much time as possible networking with other attendees.
- Other support conferences attended:** Elevate CX, Zendesk Remote
- Most important features of SD 2019:** networking, presentations
- How they will pay for SD 2019:** a combination of personal funds and professional development money



Parvati Anand

Frontline: International SaaS

“I expect cultural differences, but I’m not too worried about them. As long as everyone speaks the language of support, I’ll be in my element.”

- Traveling outside of India for the first time
- Sees the conference as a way to advance professionally
- Helping to lead a presentation

Personal Information

Age: 26

Gender: Female

Location: Chennai, India

Accessibility Challenges: Cultural Differences

Hobbies: Dance, Photography, Social Media

Parvati’s Story

Parvati is a frontline employee working for an SaaS company in India. She had several low-skill jobs before arriving at her current occupation. She considers herself somewhat experienced, having worked in the industry for almost three years. It is the first job she genuinely enjoys; she never gets tired of problem solving and helping people. Her company has taken a group of workers to Support Driven for the past three years. Competition to travel to the conference is intense, but Parvati believed this was a great opportunity to build her skills and get ahead in her profession. This would also be a rare opportunity to meet the individuals she had bonded with in person. She was very excited when she learned she had been accepted to join the group traveling to Portland this year.

She has never attended a conference before but has heard encouraging feedback about the Support Driven event from people who have. They say it is a good opportunity for support workers to absorb knowledge and participate in workshops. Parvati is also convinced that attending Expo America 2019 will help her move up in her company and advance in her career. Therefore, she has taken an active role in preparing a presentation for the conference.

Parvati has never been outside India and is aware that she may face challenges at the conference due to cultural differences. However, she trusts the friendships she has made on the Slack channel, and the international savvy she has developed on the job, so she isn’t too concerned with this.

Current Job

Type of company: International SaaS.

Work conditions: Semi-remote

Work Situation: Answers questions, troubleshoots problems, and resolves issues for international customer-base.

Time in support: 3 years

Current role: Frontline customer support

Most enjoyable part of job: Speaking “global English” with customers from all over the world

Most frustrating part of job: The shifting expectations of her job sometimes force her to handle situations that she hasn’t been trained for.

Conference Attendance

2018 Conference - did not attend

2019 Conference

- **Attendance:** planning to attend
- **Reasons for attending:** to pick up new professional skills, build her resume, gain visibility in her company, and learn from her peers
- **Expectations for SD 2019:** expecting some cultural differences, but expecting to enjoy the experience and gain professional skills
- **Other support conferences attended:** first conference
- **Most important features of SD 2019:** networking, presentations
- **How they will pay for SD 2019:** company funds