

Susan Haverford, Field Marketing Manager



Employer: Domino's Pizza

Employment History: 8 years at Domino's, 2 years at current position

"Communicating with store team members is essential to my work. Any system that makes that easy to do is a big help."

Personal

Susan is a 44-year-old woman. She is married to John, with whom she has two high-school-aged children, David and Sarah. She grew up in Akron, OH and attended Purdue University, where she studied management with a focus in marketing. After completing college, she moved to Michigan where she began working for a medium-sized office supply company. She quickly moved from an assistant managerial position to head of marketing where she worked for several years. The company was successful locally, but Susan thought she would have more opportunities at a larger corporation. Susan's parents had owned a popular restaurant in Akron, and Susan was always intrigued by the idea of working in the restaurant industry. She decided she would give Domino's a try, and since making that decision, she hasn't looked back once.

Susan loves working at Domino's. She finds gratification in being involved in marketing for such a large company. She really values interacting with general managers about her promotions. When D-Live came along, Susan was somewhat skeptical of its value. After spending some time on it, however, she realized it is a powerful tool for interacting with people. Since that time, her usage of the system has expanded to include uploading promotional documentation. Susan considers herself a typical computer user. She mostly taught herself how to use D-Live, though she does occasionally rely the expertise of the site's developers to guide her.

Key Goals

At any given time, Susan manages several important marketing projects. She is a very active user of Domino's Live. She regularly generates promotion-related PDFs and uploads them to D-Live. She also collaborates with general managers through the D-



Live forum. In doing so, she seeks to get a sense of what is going on in the field. She regularly uses the forums to find feedback from general managers about particular promotions. Overall, her goal is to do the job well. She recognizes that reactions from general managers can sometimes be negative, but she has a responsibility to present promotions and other concepts that important to corporate.

Susan's Scenario: Communicating with GMs and Uploading Content to D-Live

On a typical workday, Susan will check in on the D-Live forums around lunchtime. She is able to reach the forum from the D-Live homepage with a couple of quick clicks. Once there, she can easily scan the most recent threads for any discussions related to her marketing promotions or to marketing in general. Today, Susan notices a thread titled "Help with advertising" has not yet received a response. She clicks through to read the post, which is a question about what the most up-to-date national print advertisement is. Susan isn't directly connected to that project, so she decides to do a quick search on D-Live. Within moments, she finds the relevant information. The search works flawlessly. She quickly posts a response to the original post with a link to the article she found when searching. While on the forums, she decides she should pose a question to the community about a new national dessert promotion she is leading. She backs up to the main forum page with a simple click and adds a post titled "Hey GMs! What are your thoughts on this new dessert campaign?" She leaves the forum, and heads out to get some lunch. While out grabbing a bite, she receives an email notification on her phone indicating that someone has already responded to her forum post. She gives the email a quick scan and sees the response to her post. She smiles at the fact that she was able to get a response so quickly and so easily.