

**NAME**

Emily Carter

**KEY ATTRIBUTES**

Overwhelmed HR coordinator seeking to automate routine tasks to focus on employee engagement.

**SHORT DESCRIPTION**

Emily Carter is a Human Resources Coordinator who struggles with balancing administrative tasks and employee development at her non-profit organization.



**“ If I could automate reminders and onboarding, I'd finally have the time to really connect with our employees and make a lasting impact. ”**

**NEEDS**

Automation of onboarding and communication processes.

More time for employee engagement and relationship-building.

Tools that simplify administrative tasks and reduce manual input.

**OPPORTUNITIES**

Implementing automation tools can streamline HR processes, allowing Emily to focus on employee engagement and development.

Developing a centralized communication platform could reduce the chaos of onboarding and ensure important updates are not missed, enhancing overall team efficiency.

**CHALLENGES**

Spending 2-3 hours daily on repetitive tasks that hinder productivity.

Difficulty in effectively managing onboarding during peak hiring periods.

Feeling overwhelmed by the volume of administrative duties and emails.