

CX PersonaBot

Bring your customer personas to life

Why use CX PersonaBot?

As AI-driven representations of your customers, CX PersonaBots go beyond traditional static personas to provide a dynamic and engaging way to understand your customers' needs, goals, frustrations, and aspirations.

Leverage your research data and first-party insights to build comprehensive persona profiles that accurately reflect your customer base, **providing rich customer understanding**.

Ipsos' CX PersonaBot empowers you to:

- Build customer centricity across your stakeholders and employees
- Spark CX inspiration and bring in new ideas
- Design your Customer Experiences to meet the needs of your customers
- Refine your CX innovations and Experience Design ideas before testing

What we deliver:

Rich customer understanding: Crafted from qualitative and quantitative research and first-party data, your CX PersonaBots represent your real customers.

Activation across your business: All stakeholders and employees can interact with CX PersonaBots, either one at a time or as a group. They can be used for training, CX ideation and testing.

Converse with your CX PersonaBot



Adventurous Ahmeds - a standard class train travelling family of four

User:

What is your biggest pain point when you travel as a family?

CX PersonaBot:

One of our biggest challenges is managing all of our luggage whilst boarding. The children need to be seated safely and quietly whilst we try and find storage.

User:

What could be a good solution to your luggage storage problem?

CX PersonaBot:

Having a designated storage area, especially for families and group travellers. If there were more ample and clearly marked spaces, it would make boarding and settling much smoother for everyone.

For more information please contact:

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