Persona Engine

Unleashing the Power of AI-Driven Personas

Transform your Customer and Employee Experience with the Persona Engine

The Persona Engine reimagines the way you interact with your customers segments. Get input, validate and test marketing campaigns, customer experiences, product ideas and more. Within 3 clicks you bring your customer data to life, enriched with AI, to unlock new value.
With the Persona Engine, you have the voice of the customer on speed dial.

Value

Better sales conversion due to better insights and personalization

Higher success rate of product and service launches due to testing target group needs

Increased CX due to optimization of commercial interactions

More efficient workflow due to fast and easy testing and shaping of campaigns
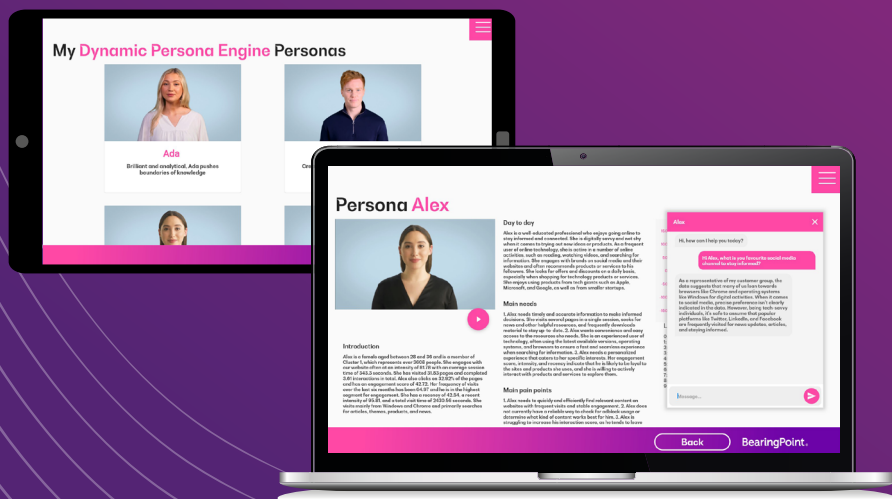
Use Cases

Insights

Increase the customer-centricity of an organization by making interactive and easy to use personas available to everyone

Testing

Replace focus groups and customer interviews and receive answers to your questions within minutes
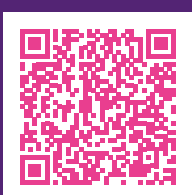
Execution

Launch marketing campaigns to specific personas, including a segmented tone of voice and use of channels

→ Combine your company data with third-party data to find patterns in customer behavior

→ Create segments based on your individual customer data through a cluster algorithm

→ Bring segments to life by personifying the behavior enabled by AI

→ Interact with your virtual customers by chat, as if you're talking to a focus group

Reasons to work with us
End-to-end expertise, first mover, explainable algorithm, leveraged combined AI

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