Designing Your Right Persona
Agenda

• What’s a persona?
• The “right” persona
• Design factors
• Customer satisfaction
• Case study
What’s a Persona?

- Persona = personality, not voice
- No such thing as no persona
- A persona is good or bad - for you
The “right” Persona

- Promotes your brand identity
- Satisfies your customers
- Differentiates you
What makes up a Persona?

- **Character** – projected personality, personal & behavioral characteristics
- **Diction** – choice of words and phrasing
- **Voice** – vocal characteristics
- **Pace** – pace of speech
- **Gender**
- **Age** – projected age
1. Promote brand identity
   How do you want to be perceived?

   - “Sophisticated”
   - “Hip”
   - “Smart”
   - “Mature”
   - “Fun”
   - “Reliable”
   Etc.
# Case study: Online travel leader

**Corporate brand**
- Efficient service
- Reliable products
- Recognition as price leader

**Persona**
- Voice progressive and matter-of-fact
- Character reflects “expertise”
2. Satisfy customers
A. Best practice customer service

- **DEDICATED** – genuinely interested in caller, focused, responsive, selfless
- **COMPETENT** – intelligent, experienced, resourceful in finding solution
- **CALM** – even-keeled, calmly purposeful, thoughtful, concerned but composed
2. Satisfy customers
   B. Customer make-up

   • User composition
     Are there distinct behavioral or demographic segments?

   • Scenario composition
     Are there usage scenarios or distinct types of interactions?
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User segments

• Last-minute business travelers
• Tourists seeking deep discounts

Persona

• Diction “intermediate” or “business casual”
• Pace medium to fast
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Scenario segments:
- Business travelers quickly need brand hotels near airports
- Shoppers “exploring” best price for brand hotels

Persona:
- Diction “intermediate” or “casual”
- Character pleasant but not “elegant”
How do you know your customer?

- Agent session recordings
- Agent interviews
- Call center “eavesdrop” line
- Marketing