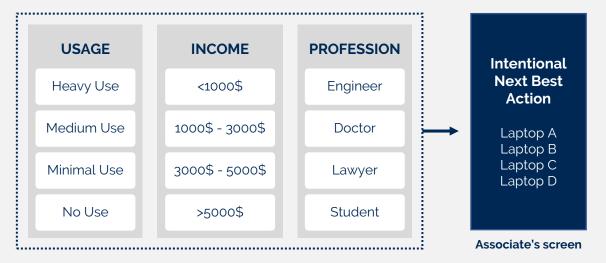# DECC: Customer personas driving CX

Overview

Different customer groups use products and services differently and have different needs for support.

Developing personas based on customer data allows businesses to tailor how they use different channels and train associates on the different practices that will best meet the needs of different groups.

Customer needs a laptop

Customer → **Associate**

Demographic Categorization

USAGE	INCOME	PROFESSION
Heavy Use	<1000$	Engineer
Medium Use	1000$ - 3000$	Doctor
Minimal Use	3000$ - 5000$	Lawyer
No Use	>5000$	Student

Intentional Next Best Action

Laptop A
Laptop B
Laptop C
Laptop D

Associate's screen

UNDERSTAND THE CUSTOMER	CHANNELS BASED ON PERSONA PREFERENCES	BENEFITS
• Understand the brand's subscriber base • Categorize customers based on demography/motivation to identify the optimum sales and service opportunity	• Email • Calls • Live Chat • Social Media • Messaging • Mobile Apps	• Superior Customer Satisfaction • Customized offers • Customer centric solution • Better decision making • Increased sales probability • Increased ROI • Proper channel utilization • Create CX strategy