

KI gjør segmentene levende!

PersonaBot i Telenor

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1. Sånn jobber vi med segmentering
2. Dette er PersonaBot
3. Sånn gjorde vi det
4. Sånn har vi brukt det
5. Dette har vi lært
6. Ambisjoner og planer videre
7. Spørsmål og svar

Innhold

Sånn jobber vi med segmentering

Å vite hvem vi er til for.

A woman with dark curly hair is smiling and looking down. Overlaid on her face and the background are various digital elements: glowing blue and orange lines, dots, and bokeh light effects, suggesting a high-tech or AI theme.

Ipsos PersonaBot

An AI-powered tool that allows stakeholders across your organisation to **'converse' with personas identified in your segmentation study.**

Ipsos Personas are intended to simplify complexity, to enable marketers to better understand and connect with their customers by embracing your segmentation.

Our understanding of personas comes from sociology

Personas were originally conceived by the German Sociologist Max Weber to help understand complex phenomena.

Personas emphasize, even if by exaggerating them, the strategic points that must be considered to make impactful decisions.

Personas only use essential information needed to spark creative thinking.



We do not directly feed raw data or full reports into the PersonaBot platform, but concise and curated persona descriptions

INPUT: ALIGN

Ipsos Team and the client decide on the materials to be used to prepare the persona prompt



Segmentation report(s)



Deep dives with your experts



Contextual information e.g. trends reports



DP tables and other relevant research

CURATION: BUILD & ANALYSE

Ipsos Team build initial version of the persona prompt and shares for approval of the client



HI + AI approach is applied to cleanse, curate and stitch the data, work on AI modelling and prompt engineering

OUTPUT: ACTIVATE

First users on the client side test the personas before the platform is approved and rolled out in the organization



Socializing the Personas with central team, Pilot evaluation, check for inconsistencies, full launch

Every PersonaBot prompt consists of 5 parts

PART 1 - Context

PART 2 - Persona Details

PART 3 - Interaction Guidelines

PART 4 - Marketing Definitions

PART 5 - Additional Context





01

Forstå

Spørsmål for å forstå målgruppen, hvilke behov de har, hva de er opptatt av, hvordan de gjør valgene sine, etc.



02

Teste

Teste ut egne ideer og hypoteser mot målgruppen, hva fungerer, hva fungerer ikke, hvordan kan ting forbedres, etc.



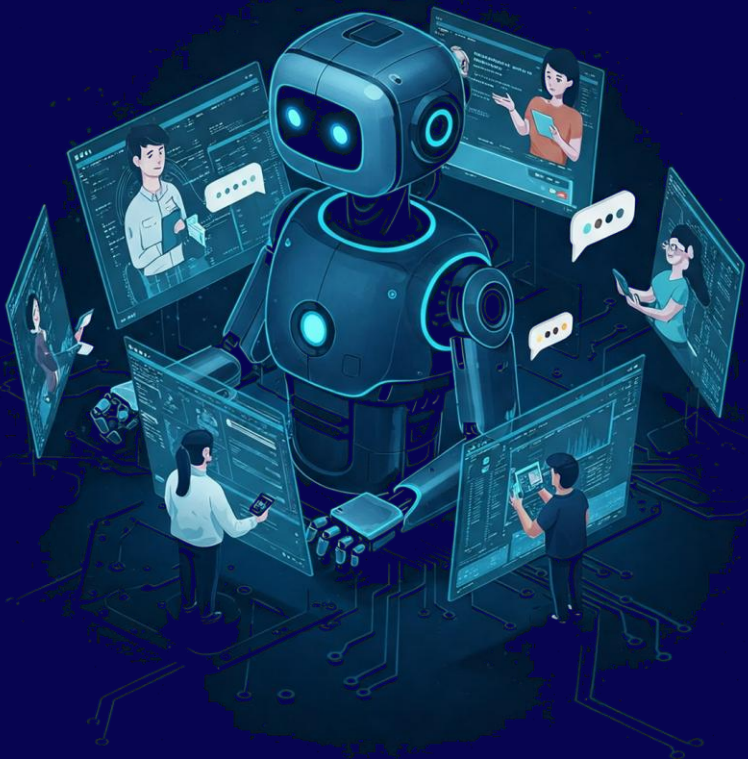
03

Skape

Jobbe iterativt sammen med AI for å generere ideer, skape konsepter, produkter, tjenester, kommunikasjon, etc.

Dette er PersonaBot

Lei av gjetteleken?



***Møt PersonaBot:
Din nye superkraft i
kundeforståelse!***



Sånn gjorde vi det



Segmentinnsikt

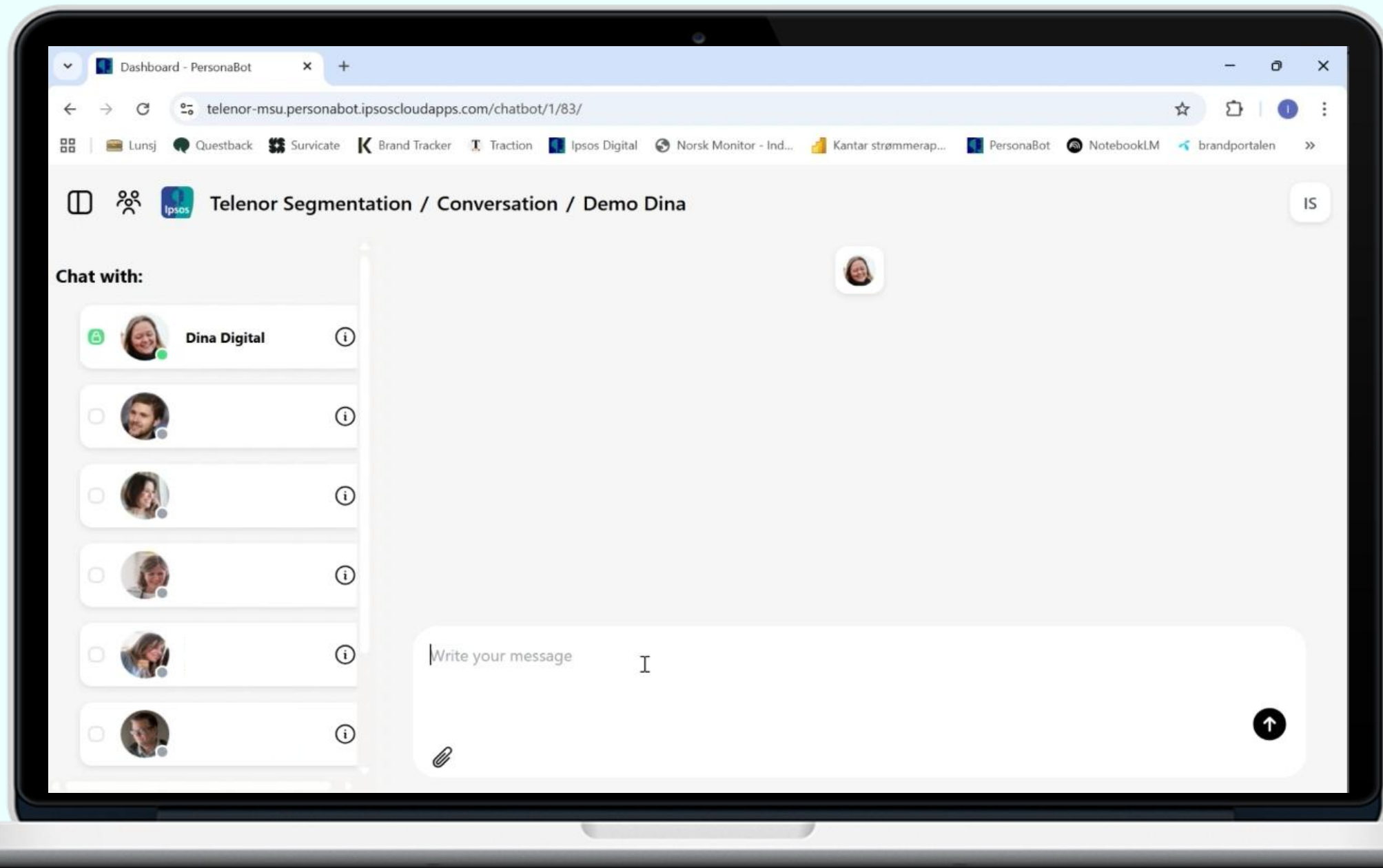


Annen info



Testing, testing





Dette har vi lært

Våre erfaringer.

Vi har troa!

NORSK MONITOR



2023/2024

talkmore

***Uante nye
muligheter***



Spørsmål?

