

5 Purposes of Customer Personas

The HCLTech logo is a square with a vertical gradient from purple at the top to blue at the bottom. The text "HCLTech" is written in white, bold, sans-serif font in the center of the square.

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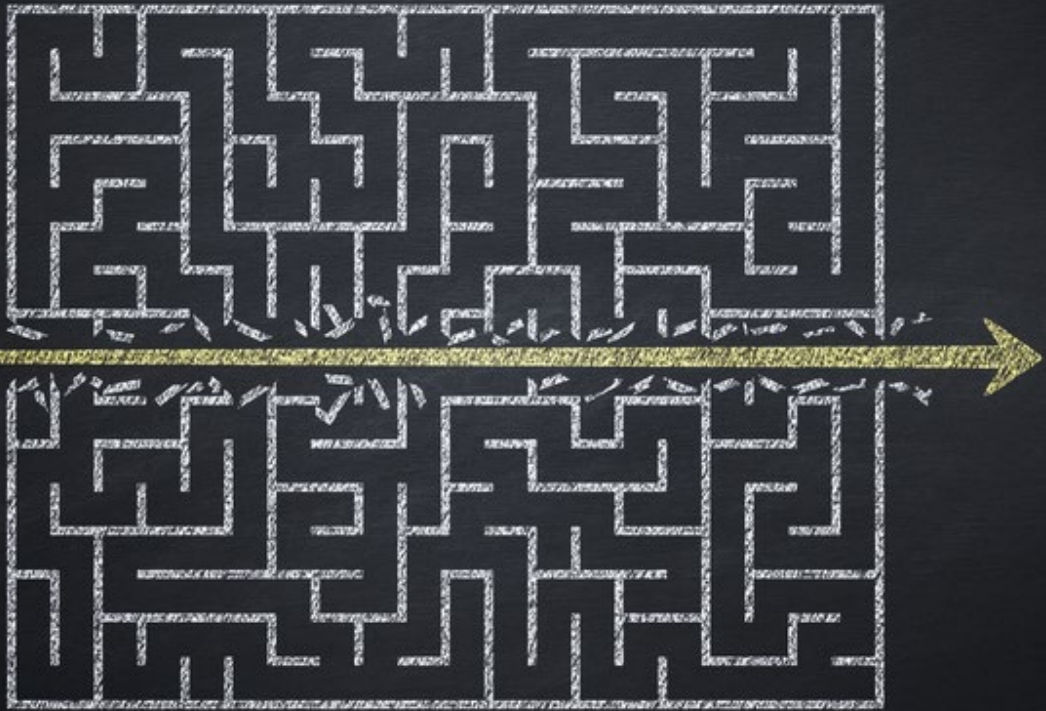
From the article
Bringing Customer Experience to Life
by Braden Kelley

<https://www.hcltech.com/blogs/bringing-customer-experience-to-life>

1. Validate customer segments are sufficiently different from each other



2. Capture key details about each customer segment on a single page



3. Serve as a quick reference for the chosen customer segment(s)



4. Visualize each customer segment as a representative individual people can relate to



5. Empower people to put themselves in the customer's shoes (and ideally – their mindset)





**Let us help you supercharge
your customer experience!**

Read the article and reach out to us at:

<https://www.hcltech.com/blogs/bringing-customer-experience-to-life>