

Brand Personas

Increasingly humanized brands that are closer to consumers

ATENTO

Context:

more human and purpose-driven brands

When it comes to customer relations, it is no longer enough to cover the basics. This may seem obvious, but even today, we see brands that believe having the best price or ensuring that the product is delivered on time is all they need to offer their customers amazing experiences. The actual scenario involves individuals who want to be surprised and, above all, want to connect with companies that have a purpose and convey these values across all points of contact.

The 2021 PPI (Purpose Premium Index) for Brazil—a survey developed by InPress Porter Novelli and the Brazilian Institute for Research and Data Analysis (IBPAD)—indicated that 90% of respondents trust more in purpose-driven companies. The study also showed that factors such as authenticity, ethics, treatment of employees, and environmental protection are the factors that most influence purchasing decisions. Elsewhere, the issue of

humanization is increasingly prominent. After all, brands need to generate connections with their customers, and humans only connect with other humans. Even bots already converse fluidly, as if they were people.

Brand Personas—figures representing a brand in areas such as language, tone of voice, and behavior to transmit the company's values during its services—are uniting purpose and humanization.

Here we will talk more about Brand Personas. Together, we will discuss what they are and why they are essential, and we will cover a methodology used exclusively by Atento to develop conversational personas, showing two examples.

**Are you looking for another resource to share your company's purpose with your consumers?
If so, read on!**



What are Brand Personas?

We can classify them as a relationship strategy, in which each company’s language and tone-of-voice guide will be structured according to its values, profile, and even worldview. Based on this guide, these conditions will be standardized for transmission at all customer contact points.

The Brand Persona is not just an avatar or character.

When a ‘Brand Persona’ is mentioned, most people think of building an avatar, but it is not just about that. While the strategy may include a character, it will only serve as a visual representation of the guide’s contents; one more channel to communicate the essence of your company.

In a broader sense, Brand Personas are found in how your professionals talk to a customer, your bot’s language patterns, your brand positioning creation, and how your company is perceived in the market.

If executed in the right way, this strategy will guarantee very positive results, including:

Better engagement and connection with consumers

Once the brand is ‘personified,’ it is easier for customers to visualize its essence. If your values are the same as what your consumers stand for, there will be a potent connection.

Increased competitiveness

If the customer identifies with your Brand Persona, they will defend your brand and possibly look more favorably upon it when evaluating competitors.

More consistent brand positioning

Your brand will appear standardized across all channels and points of contact with the consumer, making it more solid. The public will recognize that you stick to your purpose, which could help you even during crises.

In the scenario we see today, there is still a lack of understanding about the best path to take with Brand Personas. Some companies have well-consolidated values and culture, but they may not know how to convey this in a unified way in all channels and actions. Others may not understand that they must share their essence when performing their services. Or there are even companies that think that they must create a character and everything will be taken care of, as we spoke about before. A partner with solid experience will certainly help you identify and apply your Brand Persona efficiently.

Atento's methodology for creating Conversational Brand Personas

Atento has an exclusive methodology for creating Conversational Brand Personas, which can be applied to companies from diverse segments. The idea is to outline the brand identity through a fictitious profile focusing on the company's values and culture, as well as on the needs of its consumers.

This methodology aims to aid communication in conversational interfaces such as IVR, chatbots, digital agents, and WhatsApp. It can also be applied to human service scripts, e-mails, landing pages, applications, social networks, and other external channels.

This means that the idealization of the company's personality is not left to the customer, which naturally occurs when companies neglect to design one. It is essential that this interface is very well defined since, after all, more than representing the brands, it will speak to their most valuable asset: the consumer.

The methodology was developed and structured by the company's Language User Interface (LUI) area in partnership with the Collective Intelligence Lab (LINC) of the graduate program in Communication and Semiotics at PUC-SP. The LUI team specializes in the creation of conversational interfaces (voice and text) and visual interfaces, and relies on professionals with diverse backgrounds, such as Linguistics, UX (Design and Writing), and UI (Design). This information deserves reinforcement since the development of Brand Personas demands in-depth knowledge of communication and consumer experience.

The Atento method has four steps:



The RIHCC factors (Relationship, Innovation, Humor, Communication, and Commitment) are used to identify the company's personality type. See what each term means:

The infographic consists of three vertical cards. The first card, 'RELATIONSHIP', has an orange top half with a white heart icon and a white bottom half. The second card, 'INNOVATION', has a white top half with a dark blue bottom half containing a white diamond icon. The third card, 'HUMOR', has a blue top half with a white sad and happy face icon and a white bottom half.

RELATIONSHIP

The way the brand relates to its audience. A trait that points out how excellent, attentive, and friendly your service can be.

INNOVATION

Indicates a company's power of innovation and creativity. How curious it is and how willing it is to have new experiences.

HUMOR

Speaks to the emotional stability of the company. How this condition is absorbed during events and in different situations.

The infographic consists of two vertical cards. The first card, 'COMMUNICATION', has a white top half with a teal bottom half containing a white megaphone icon. The second card, 'COMMITMENT', has a green top half with a white handshake icon and a white bottom half.

COMMUNICATION

The power of brand communication. Linked to the idea of social activity, how it interacts, and how assertive it is.

COMMITMENT

Reflects how confident and honest the organization is about what it proposes to do and whether it does so clearly and transparently.

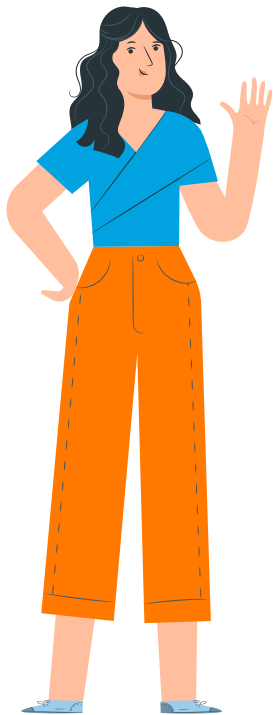


Would you like to see two examples of Conversational Brand Personas?



Two examples of Conversational Brand Personas

Having completed all steps of the Atento methodology, the following are two Brand Personas that were created for client companies:



Persona developed for the Healthcare sector

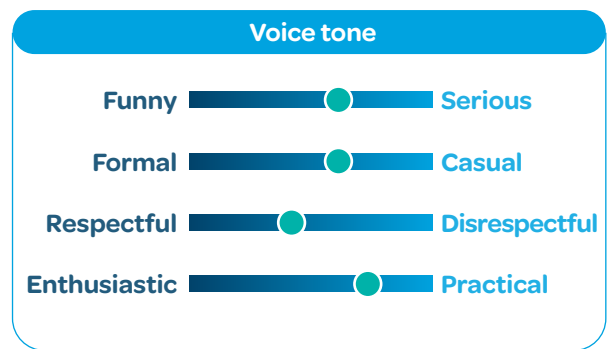
- ☆ 31 years old
- 🎓 Degree in Psychology
- 📍 Living in Chicago, Illinois

Characteristics:

Friendly, communicative, patient, always ready to help, up-to-date, intelligent, confident, responsible, and proactive.

Language:

"Moving on... let me check here for you."



Persona developed for a Fintech company

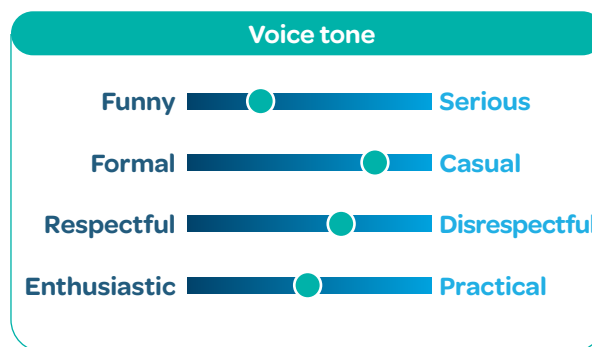
- ☆ 28 years old
- 🎓 IT and Digital Influencer
- 📍 Living in Austin, Texas

Characteristics:

Friendly, helpful, practical, patient, calm, up-to-date, intelligent, curious, and likes to teach.

Language:

"It was nice talking to you; see you later!"



Here we unfolded all the questions about **Brand Personas**, and we will soon come back to talk about **Buyer Personas**; after all, they follow different paths.

One relates to how your **brand is perceived in the market**, and the other to **your customer's profile**.



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