26 Sep 24 - 15:00 CET

AI Driven Customer Profiling

Practical applications of customer profiling for validation purposes

Strategy Lead - Jaguar

Kristina Becker

CEO - Fujitsu Launchpad

CIO - Decathlon

3M

P&G

BARCLAYS

WELCOME

The Online Community for Corporate Entrepreneurs

Digitally connecting senior corporate innovation profiles, across industries and borders in an inspiration, learning, and support network.

210+   **48**   **226**

Experienced members   Fortune 100 companies   Knowledge Resources

Join our WhatsApp group 🟢

Founded and curated by our shared passion for corporate venturing.

bundl

More than a decade of experience in helping the world's leading consumer-driven companies define and realise strategic growth by building and partnering with ventures at scale.

www.bundl.com

**Bundl
Venture Club**

How can AI help you validate new ventures?

Introduction

- Brief personal intros of co-hosts
- Explainer topic introduction

Framework

- How AI integrates into lean validation process

Practical Applications

- Use Cases
- Step-by-step guide on implementation

Taking Action

- First steps to get you going
- Strategic challenges and considerations

Q&A

- Open discussion

Wrap up

- Key session takeaways and action items
- Quick feedback on the Explainer session format

**Bundl
Venture Club**

Introducing your hosts

Co-Host

Diego Bonifacino
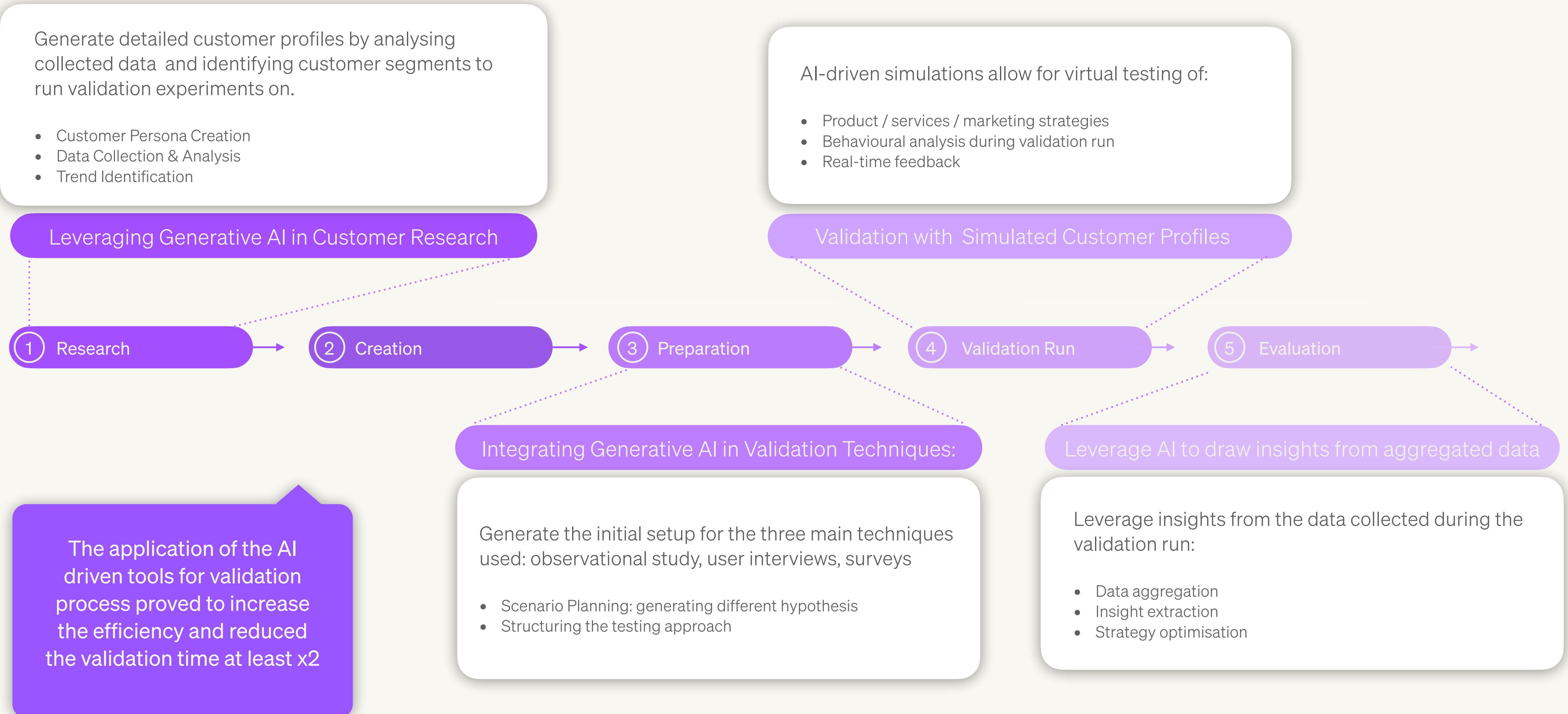Exec. Masters at INSEAD
Innovation - FMCG & Banking

Co-Host
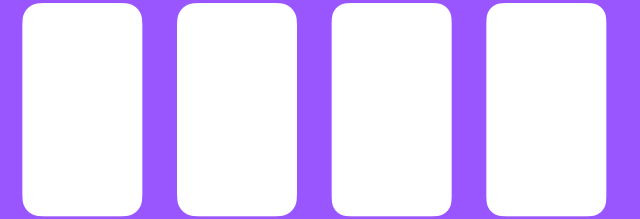
Charles Monroe
Senior Venture Architect
at Bundl

How AI integrates in the Lean Validation framework?

Generate detailed customer profiles by analysing collected data and identifying customer segments to run validation experiments on.

- Customer Persona Creation
- Data Collection & Analysis
- Trend Identification

Leveraging Generative AI in Customer Research

AI-driven simulations allow for virtual testing of:

- Product / services / marketing strategies
- Behavioural analysis during validation run
- Real-time feedback

Validation with Simulated Customer Profiles

① Research   ② Creation   ③ Preparation   ④ Validation Run   ⑤ Evaluation

Integrating Generative AI in Validation Techniques:

Leverage AI to draw insights from aggregated data

The application of the AI driven tools for validation process proved to increase the efficiency and reduced the validation time at least x2

Generate the initial setup for the three main techniques used: observational study, user interviews, surveys

- Scenario Planning: generating different hypothesis
- Structuring the testing approach

Leverage insights from the data collected during the validation run:

- Data aggregation
- Insight extraction
- Strategy optimisation

AI-driven customer profiling, four key use-cases

Precision in Customer Segmentation

Using AI to generate and analyse target customer segments. By leveraging machine learning algorithms, AI can generate highly detailed and accurate profiles that reflect the real-world characteristics of target audiences.

Application:

- Personalisation in marketing strategies.
- Product development aligned with customer needs.
- Tailoring customer service approaches to different segments

Tools:

delve.ai   Segment

Virtual Customer Simulation for Testing

Virtual customers are AI-generated personas that simulate real customer behaviours and preferences. These virtual models can be used to test new products, services, or marketing strategies before they are launched in the market.

Application:

- A/B testing for product features or marketing campaigns.
- Simulating customer journeys to identify pain points.
- Testing pricing strategies and promotional offers.

Tools:

Synthetic*Users*

Predictive Analytics for Market Validation

Predictive analytics uses AI and machine learning to forecast the potential success of new ideas, products, or services based on historical data and current market trends. AI helps predict the likelihood of success for new initiatives.

Application:

- Forecasting sales / revenue potential for new products.
- Identifying high-potential market segments for product launches.
- Predicting customer churn and retention strategies.

Tools:

infer

Integrated profiling & Experience Personalisation

AI uses customer data to build detailed profiles and tailor personalised experiences. By analysing behaviour, preferences, and interactions, businesses can deliver hyper-targeted content, products, and services that enhance user engagement and satisfaction.
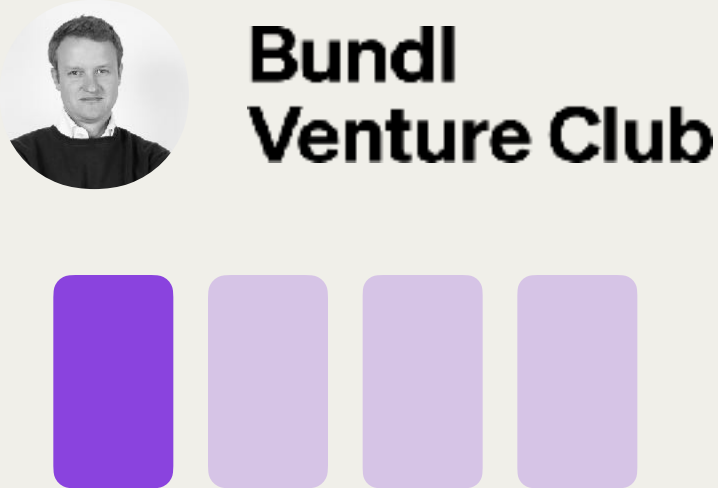
Application:

- Delivering personalised marketing campaigns to improve conversion rates.
- Recommending products and content based on individual user preferences.
- Creating customised user journeys to increase engagement and retention.

Tools:

lytics

Precision in Customer Segmentation: Delve AI dive in

Delve AI

delve.ai

Delve AI is a tool that automates **the creation of dynamic customer personas**. It uses machine learning algorithms to generate detailed and accurate profiles that reflect the real-world characteristics of your target audience.

Key Features

- **Real-Time Persona Creation**
- **Behavioural Analysis**
- **Customisable Profiles**

Benefits:

- Cost-Effective Testing
- Faster Time to Market
- Data-Driven Insights

Use Cases

- Personalised Marketing Campaigns
- Product Development:

Potential Drawbacks

- Over-simplification
- Over-reliance on AI

How it works: step-by-step process

Step 1: Data Collection
Integrate your Google Analytics, Facebook, and CRM tools with Delve AI.

Step 2: Data Integration and Analysis
The tool automatically analyses user behaviour across different channels

Step 3: Persona Generation
Delve AI uses machine learning algorithms to create accurate and up-to-date customer profiles.

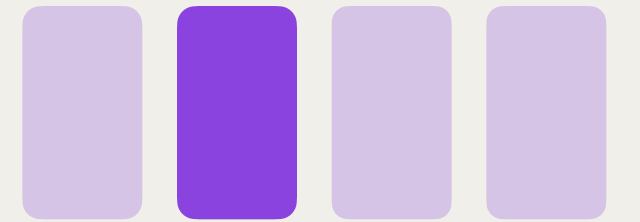### Step 4: Application and Optimisation
Utilise the personas to optimise marketing strategies, product development, and customer engagement.

Virtual Customer Simulation for Testing: *SyntheticUsers* dive-in

SyntheticUsers

SyntheticUsers leverages large language models (LLMs) to **create AI-driven personas that simulate customer behaviours.** It allows for in-depth user testing without the need for real participants, providing insights at scale.

Key Features

- **AI-Generated Personas**:
- **Multi-Agent Architecture**
- **Continuous Learning:**

Benefits:

- Scalable Insights:
- Customisable (Integrates your data)
- Cost-effective

Use Cases

- Product Discovery
- Concept Testing
- Growth Optimisation

Potential Drawbacks

- Limited Emotional Depth
- Context Dependency (Relies on the inputs provided)

How it works: step-by-step process

Step 1: Create Personas:
Set up unique user profiles using demographic and behavioural inputs.

Step 2: Define Scenarios
Outline what aspects of your product or campaign to test, such as customer journeys or messaging.

Step 3: Run Interactions
The personas engage with the product or service in a simulated environment.

Step 4: Result Evaluation
Insights are generated based on how personas respond, including feedback on usability, messaging, and pain points.
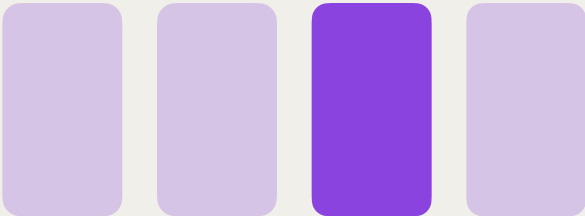
Predictive Analytics for Market Validation: Infer dive in

Infer

Infer is a predictive analytics tool that helps businesses leverage their data t**o predict future outcomes, optimise key performance indicators (KPIs), and drive success.** It integrates seamlessly with CRM systems and other data platforms to provide real-time, actionable insights.

Key Features

- **Machine Learning Insights**
- **KPI Tracking**
- **Data Integration**

Benefits:

- Real-Time Decision Making
- Optimised Sales Funnel
- Messy Data Friendly

Use Cases

- Sales Forecasting
- Lead Scoring
- Churn Analysis

Potential Drawbacks

- Complex Data Requirements
- Initial set up

How it works: step-by-step process

Step 1: Data Integration
Connect Infer to your CRM or data platform to pull in historical and real-time data.

Step 2: Define Metrics
Set the KPIs you want to track, such as conversion rates or revenue.

Step 3: Run Predictions
Infer uses machine learning to predict changes and highlight critical drivers behind the metrics.

Step 4: Analyse & Act
Receive alerts and insights directly in your CRM or data warehouse to act on predictions in real-time.

Stay ahead with real-time insights

No more wondering what caused a change in conversion rate or campaign performance. Our decades of machine learning expertise uncover the

▲3%   Analyzing root cause...

+ 1.30%   Location

+ 0.98%   Page view
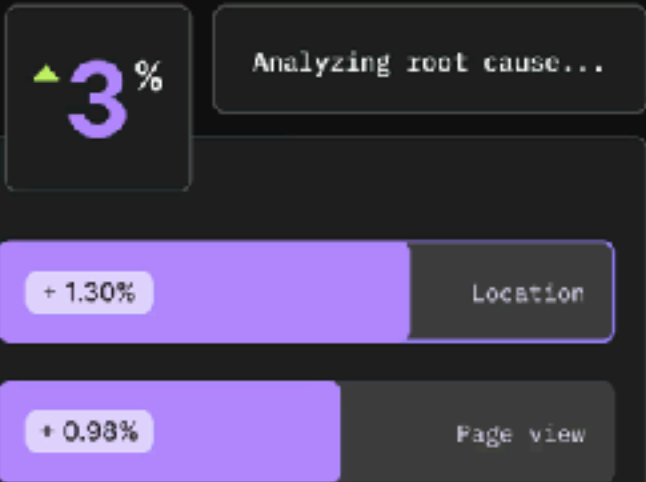
Integrated profiling & Experience Personalisation
Our starting point ...

01
Reliance on first party data! (Heavy restrictions)
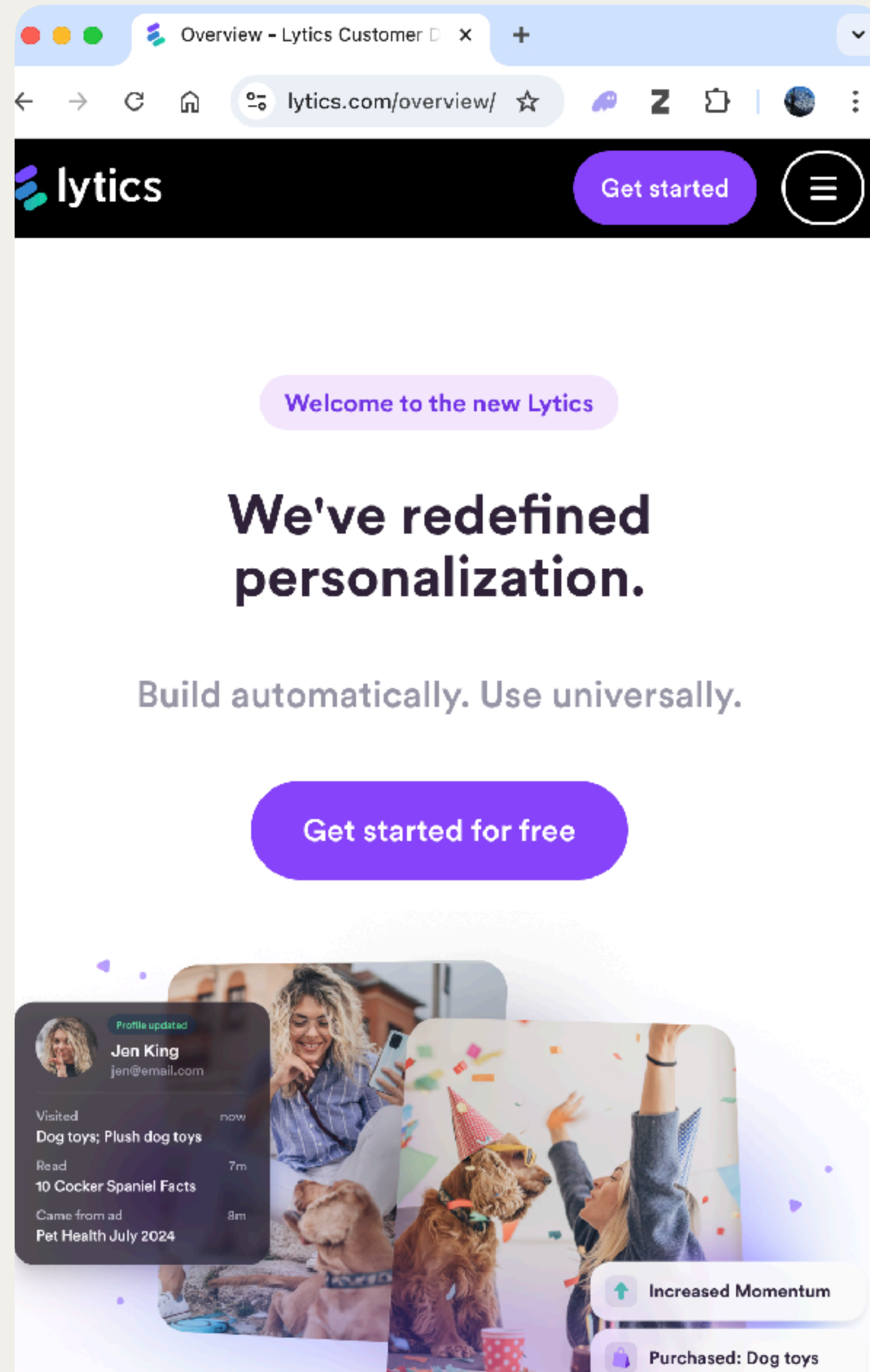
02
Too many systems, data everywhere (transactional, analytics, loyalty program, CRM, another analytics…).

03
Personalisation please!!

Lytics

- Integrate all platform.

- Straight forward, plug and play (sort of...)

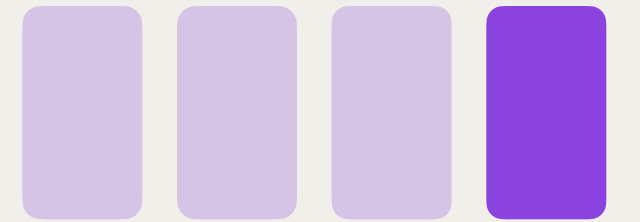- Start building consumer profiles before user registration

...in that moment the selling line was "Data enrichment", AI wasn't a thing yet.
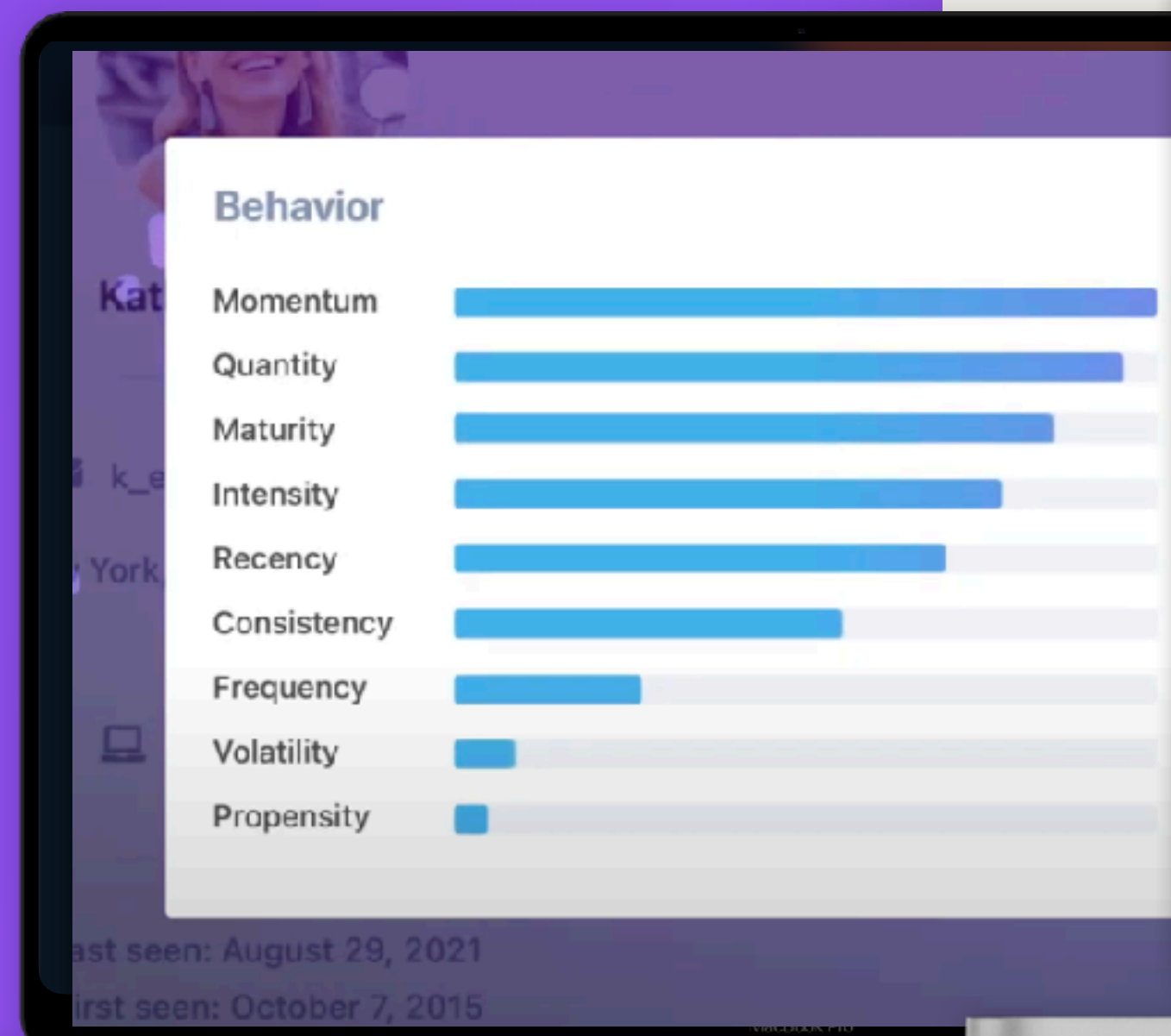
Lytics

- Connected

- Building context (some automatic tags)

- Enriching profiles

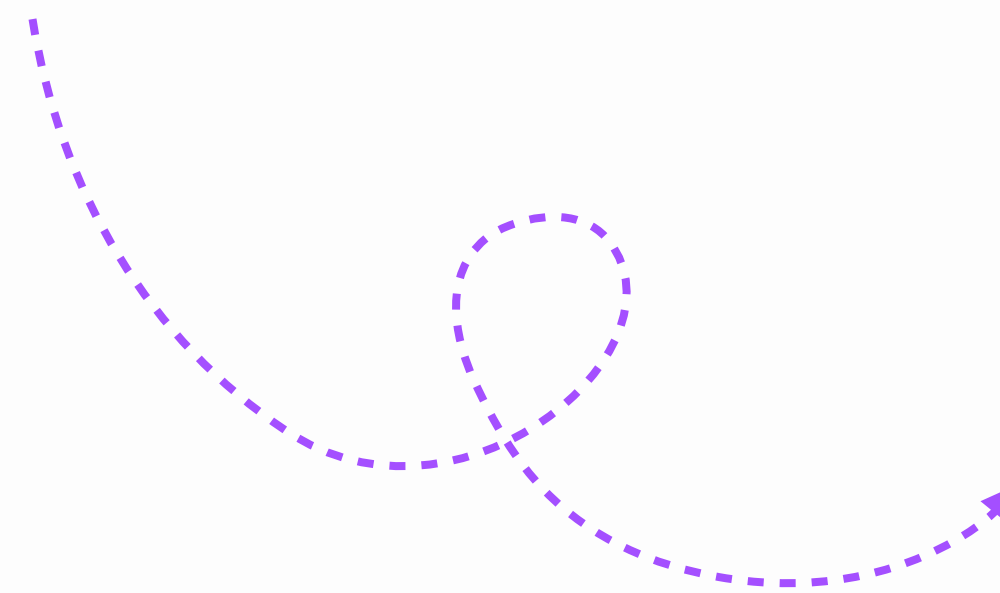**Bundl Venture Club**

This is the beginning ...

Lytics

Then, the fun continues...

- Find opportunities

- Create segments

- Define actions (based on segments, opportunities, etc)

- Connect to content generation + display

Continuous profile updates
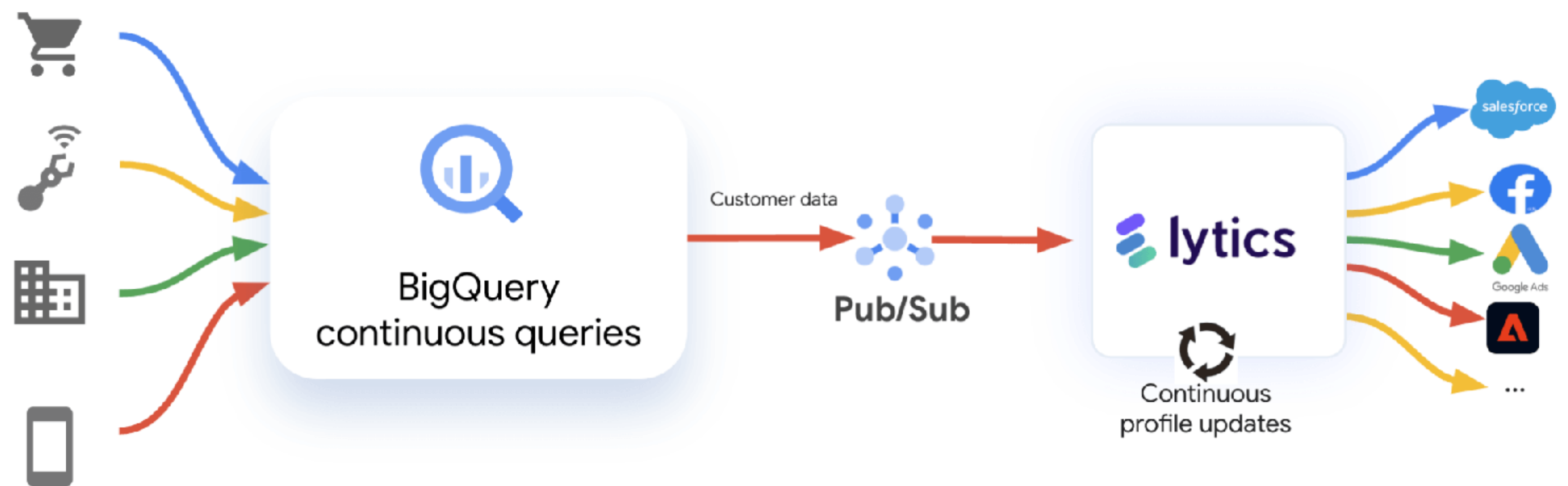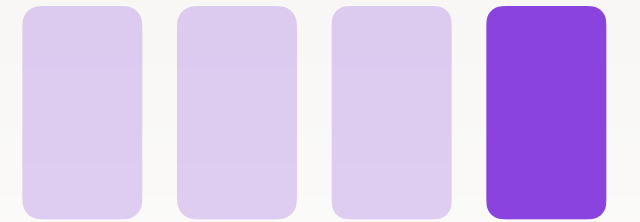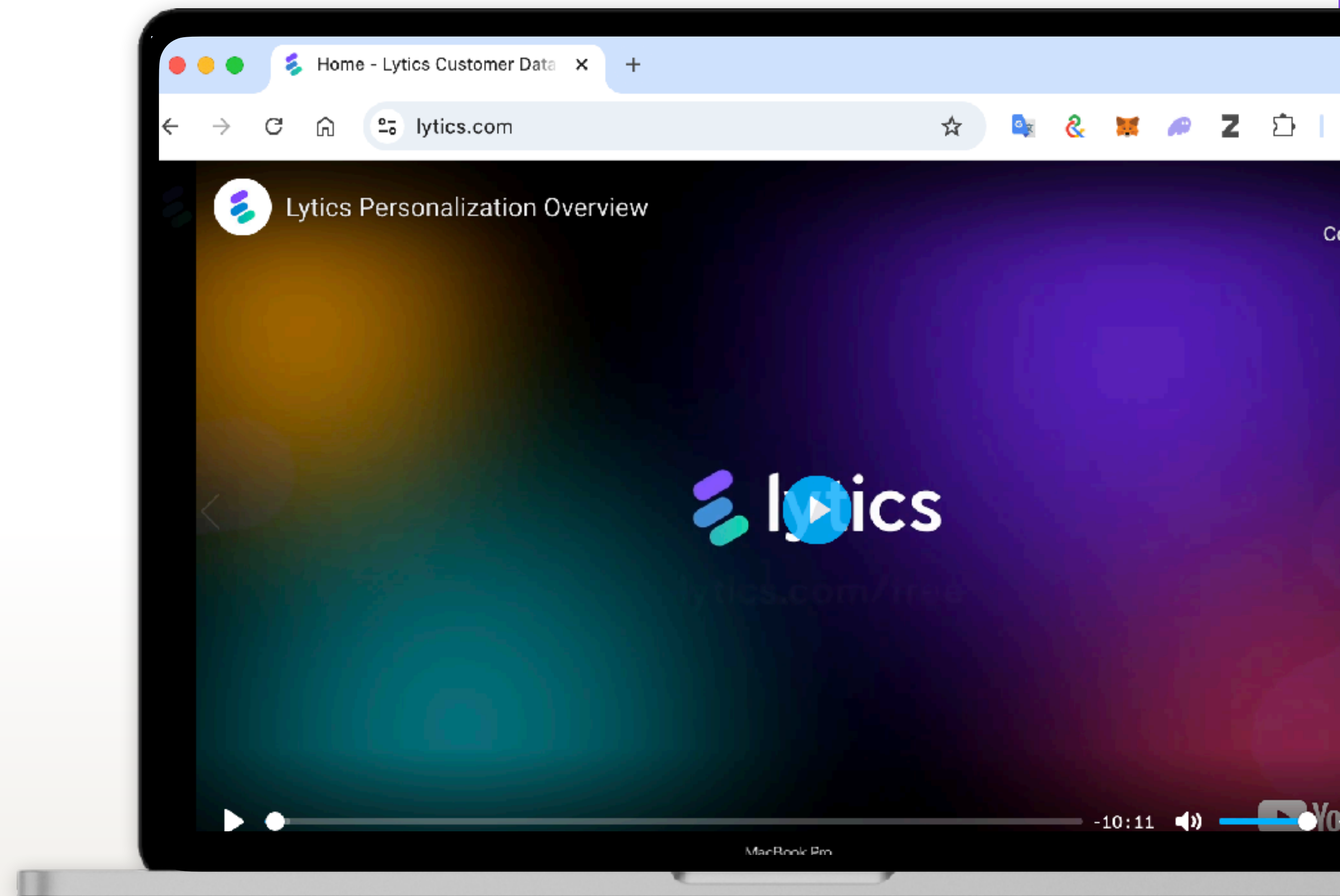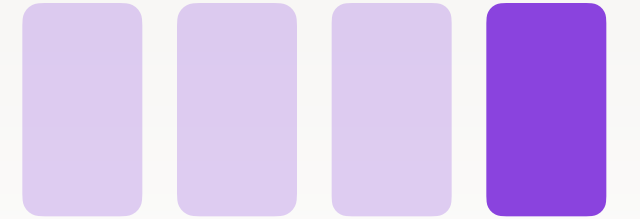
Lytics

Architecture, example

Lytics

Questions?

lytics.com
Watch the intro video.
There's a free trial
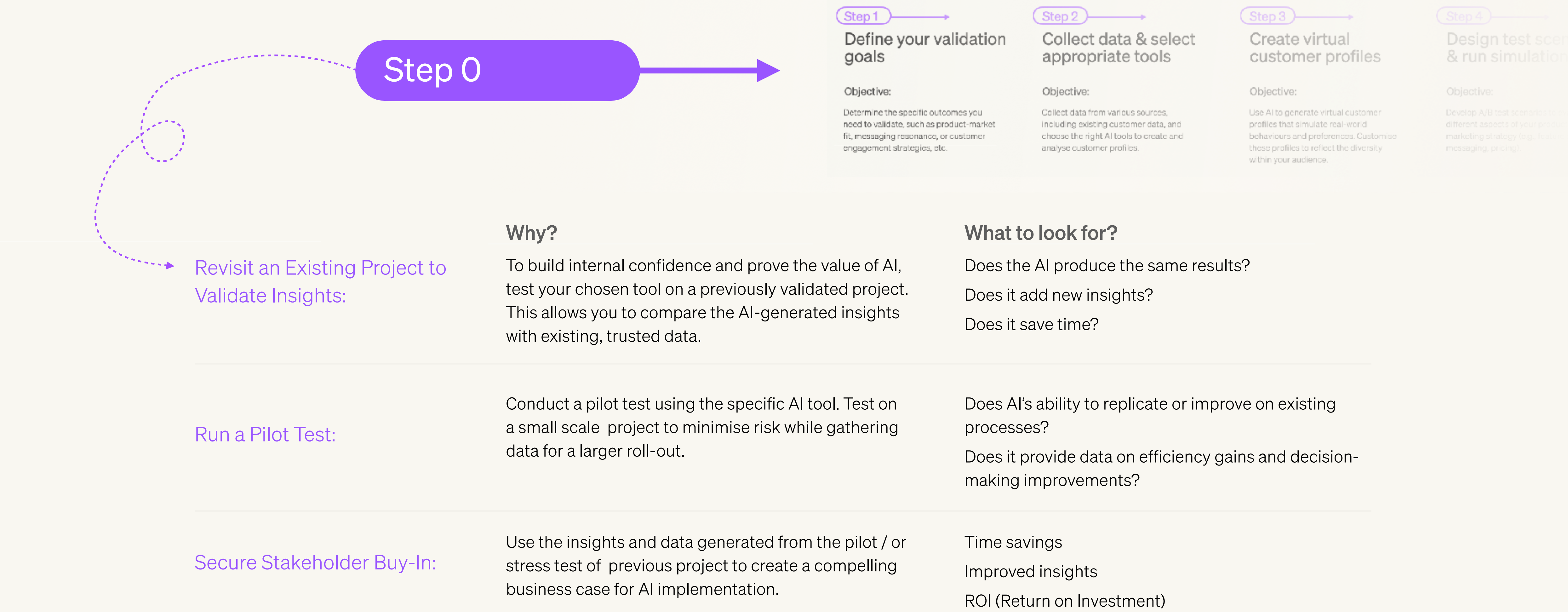
How to successfully begin AI implementation in your organisation?

We understand that it might be difficult, but here's how to start:

	Why?	What to look for?
Revisit an Existing Project to Validate Insights:	To build internal confidence and prove the value of AI, test your chosen tool on a previously validated project. This allows you to compare the AI-generated insights with existing, trusted data.	Does the AI produce the same results? Does it add new insights? Does it save time?
Run a Pilot Test:	Conduct a pilot test using the specific AI tool. Test on a small scale project to minimise risk while gathering data for a larger roll-out.	Does AI's ability to replicate or improve on existing processes? Does it provide data on efficiency gains and decision-making improvements?
Secure Stakeholder Buy-In:	Use the insights and data generated from the pilot / or stress test of previous project to create a compelling business case for AI implementation.	Time savings Improved insights ROI (Return on Investment)

Strategic concerns impacting decision making.

Bundl Venture Club

- **Policy Making:** Internal policies and external regulations must be considered and should align with company ethics, regulatory guidelines, and industry standards.
- **Stakeholder Management:** Identifying key stakeholders and ensuring their concerns are addressed. It's crucial to balance tactical execution with strategic learnings.
- **Business Unit Buy-In:** Gaining the support of relevant business units is essential for successful implementation. Highlight AI's benefits to their specific processes and goals.

Other potential challenges to consider:

01
Data Privacy

Ensuring data privacy is maintained throughout the AI implementation process is critical. This includes compliance with data regulations (GDPR, etc.) and ensuring sensitive data is securely handled.

02
Balance Between Execution & Learning

Tactical execution focuses on the immediate implementation of AI for short-term benefits, whilst strategic learning aims to extract long-term insights and evolve the AI implementation for future projects. Both need to be balanced effectively.

03
Relationship Management

Maintaining strong communication lines to ensure all stakeholders are aligned on AI implementation across multiple departments.

We'd love to hear your feedback on this session

Bundl ★★★★★
Venture Club

2 Minute Survey

Thanks for joining and sharing your insights!

Thomas Van Halewyck

thomas@bundl.com

+32 472 20 40 24