



# Customer Centricity and Persona Development

## Data & insight-driven persona development as a strategic tool

When setting out to develop a transformation strategy, a new marketing strategy or entering the journey towards new business growth areas and innovation, it is essential to understand your target group. Changing context - for example, the corona pandemic or new technology becoming widely available - leads to changes in consumer lifestyle, their attitudes and preferences.

enable2grow consolidates available data from your target group and enriches it with qualitative consumer research and relevant quantitative data. We use all data and our experience to develop one or more personas in a very concrete way, which become the basis for strategic work as well as your guide for strategic decisions in the context of customer-centricity.

In our process to co-develop personas with your team we:

- Consolidate existing learnings about your target group in a workshop
- Conduct qualitative "deep dive" interviews with your target group, and gather quantitative data from media-market databases.
- Finetune the personas and present our findings to you

**Successful strategies are based on a superior understanding of your target groups. Personas are a crucial tool to drive customer-centric company growth, provided they are solid and based on real understanding and data.**



**Maïke Buhr** | Senior Enabler, Human-centered Business Strategies

Maïke focuses on the development of company and marketing strategies, positionings, and growth strategies often linked to digitization and innovation. She combines over 20 years of experience in companies (P&G, L'Oréal, Mittelstand, Start-ups), analytical thinking and in-depth consumer/target group understanding (customer-centricity) and transfers her knowledge into strong strategic digital and non-digital growth concepts with recommendations on how best to move to market. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 30 25 76 20 52 72** or book us [here](#).