



Bizplanr

Customer Persona Template

Use this template to create engaging buyer personas for your market research, sales and customer service.

Hi there!

Thanks for downloading this template



You Can Edit Versions To Fit Your Needs.

What is a Customer Persona?

A customer persona is a description of what your ideal customer would be like. It includes factors like demographics, buying behaviours, challenges your customer faces, etc.

A customer persona can help you in the following way:

1. It can help you understand your target audience better.
2. It helps you formulate better strategies
3. It helps you optimize your product or service to suit your customer's needs.

The customer persona template will help you create your customer persona and thus in finding your customer's pain points and address them better.

It also helps you figure out the buying stage of your customers and how you can make them choose your product over everyone else's.

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Customer Profile



Bio (About Customer)

Goals

*Primary/secondary goals?
Personal vs. professional goals?*

Challenges

*What does this person struggle with in relation to meeting goals?
What serves as a roadblock for this person's success?*

Products / Services Used By Customer

*Products / Services
Products / Services
Products / Services*

Demographics

- Career:
- Industry:
- Location:
- Age:
- Gender:

Customer Benefits

*Customer Benefit
Customer Benefit
Customer Benefit*

Customer Problem

*Customer Problem
Customer Problem
Customer Problem*

Customer Traits

*Introvert vs. Extrovert?
Interested in trying new things or
likes consistency and brands they
trust?*

Professional Role

Education? Job? Career Path?

Customer Communication Talking Points

*Talking Point
Talking Point
Talking Point*

Customer Retention Tactics

*Retention Tactic
Retention Tactic
Retention Tactic*