Persona Development for Support Strategies Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s customer-centric landscape, businesses thrive by understanding their audience at a granular level. Persona Development for Support Strategies Training Course equips support teams, managers, and stakeholders with the tools to craft detailed, data-driven customer personas. By leveraging behavioral insights, demographic trends, and real-time feedback, participants will learn how to enhance customer experience, optimize support workflows, and deliver personalized solutions that resonate with diverse customer segments.

This training course emphasizes practical applications, blending research techniques, analytics, and hands-on exercises to create actionable personas. Participants will gain a deep understanding of customer needs, pain points, and expectations, translating these insights into effective support strategies. By the end of the course, attendees will be empowered to design support interventions that not only resolve issues but also proactively enhance customer satisfaction, loyalty, and retention.

Programme Curriculum

Persona Development for Support Strategies Training Course

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5 days

Course Objectives

1. Understand the principles and importance of customer persona development.
2. Analyze demographic, psychographic, and behavioral data for persona creation.
3. Identify customer pain points and journey mapping techniques.
4. Design actionable personas to improve support strategies.
5. Apply data-driven insights for personalized customer interactions.
6. Integrate AI and automation for efficient support solutions.
7. Enhance empathy-driven communication with customers.
8. Evaluate and optimize existing support workflows using personas.
9. Predict customer needs using predictive analytics and trend mapping.
10. Improve customer satisfaction and loyalty through targeted support strategies.
11. Implement cross-functional collaboration for persona-informed decisions.
12. Develop case studies and scenario-based applications of personas.
13. Monitor and refine personas to adapt to evolving customer behaviors.

Target Audience

1. Customer Support Managers
2. Customer Experience (CX) Professionals
3. Marketing and Product Managers
4. UX/UI Designers
5. Data Analysts and Business Analysts
6. Sales and Account Management Teams
7. Operations and Service Delivery Leaders
8. HR/Training Professionals involved in support skill development

Course Modules

Module 1: Introduction to Persona Development

- Definition, types, and significance of personas
- Role of personas in support strategies
- Data sources and collection techniques
- Real-world persona examples from industry leaders
- Case Study: How a tech company reduced support tickets using personas

Module 2: Customer Data Analysis for Persona Creation

- Demographic, psychographic, and behavioral segmentation
- Survey and feedback analysis
- Social media listening techniques

- Tools for data visualization
- Case Study: Retail brand uses data analytics to personalize support

Module 3: Mapping Customer Journeys

- Understanding touchpoints and interaction flows
- Identifying pain points and opportunities
- Journey mapping frameworks
- Integrating personas into journey maps
- Case Study: Telecom company improves first-contact resolution

Module 4: Crafting Actionable Personas

- Persona templates and frameworks
- Aligning personas with business objectives
- Prioritizing personas based on impact
- Communication of personas across teams
- Case Study: SaaS company enhances onboarding experience

Module 5: Persona-Driven Support Strategy Design

- Designing proactive support solutions
- Customizing responses based on persona profiles
- Multi-channel support strategies
- Metrics for persona-based support effectiveness
- Case Study: E-commerce platform improves retention using persona strategies

Module 6: Leveraging Technology and Automation

- AI chatbots and predictive support systems
- Automation tools for personalized support
- CRM integration for persona-based insights
- Data-driven decision-making techniques
- Case Study: Fintech company reduces response time by 40%

Module 7: Communication and Empathy Skills

- Empathy mapping for customer interactions
- Tailoring communication for diverse personas
- Conflict resolution and problem-solving techniques
- Active listening strategies
- Case Study: Healthcare provider improves patient satisfaction

Module 8: Monitoring, Evaluation, and Continuous Improvement

- Measuring persona impact on support KPIs
- Feedback loops and persona refinement
- Reporting and dashboards for insights
- Adapting personas to emerging trends
- Case Study: SaaS company evolves support personas annually

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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