



Suhas Bhairav

AI Customer Research and Survey Analysis Template

**Template to analyze interviews and shape buyer
personas with AI**

Turn interview transcripts into actionable buyer
personas and problem statements using AI-enabled
workflows.

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Data, Tools, and Roles

Define what to automate, what to keep human-reviewed, and the data and tools you need to start. Establish ownership and approvals early.

Key move Calibrate prompts with 5–10 transcripts before scaling.

PRACTICAL CHECKLIST

- 01** Ingest interviews into a central labeled data store.
- 02** Automate extraction of themes, problems, and buying triggers with transparent prompts.
- 03** Keep human-in-the-loop for interpretation and persona approval.
- 04** Define data schema: persona attributes, severity, frequency, and impact.
- 05** Privacy and consent: anonymize data and limit sensitive fields.
- 06** Tools: transcripts, labeling schema, prompts, and spreadsheet/CRM.

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Adoption Roadmap & Outputs

Follow a weekly, risk-aware rollout. Outputs are designed for quick marketing usage.

Key move Assign owners and approvals before starting.

PRACTICAL CHECKLIST

- 01** Output templates: persona sheet, problem statements, and messaging briefs.
- 02** Persona example: 'Tech-Savvy SMB Marketer' with goals, triggers, and channels.
- 03** Problem example: 'Onboarding friction causes early churn'.
- 04** Channel guidance: map personas to email, PPC, and webinars.
- 05** Week-by-week adoption: six weekly steps with owners and reviews.
- 06** Governance: assign owner, establish approvals, track impact.
- 07** Measurement: define KPIs; monitor changes in campaign performance.

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Templates & Outputs

This section shows practical outputs and sample buyer persona artifacts you can fill.

Key move Pilot with 5–10 interviews to validate taxonomy.

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- 02 Persona example: 'Tech-Savvy SMB Marketer' with goals, triggers, and channels.
- 03 Problem example: 'Onboarding friction causes early churn'.
- 04 Channel guidance: map personas to email, PPC, and webinars.
- 05 Week-by-week adoption: six weekly steps with owners and reviews.
- 06 Governance: assign owner, establish approvals, track impact.
- 07 Measure success: correlate persona-driven changes with campaign metrics.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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