# STRAT7

# Segment chatbot

## Talk to customers, as if they were in the room

### What is the segment chatbot?

A custom built, self-service tool that brings segmentation deliverables to life, using all the proprietary data generated in the project.

Our innovative tool differs to out-of-the-box generative AI tools:

This helps to:

- **Save time** and free up resources

- **Democratise insights** and decision making across the whole business

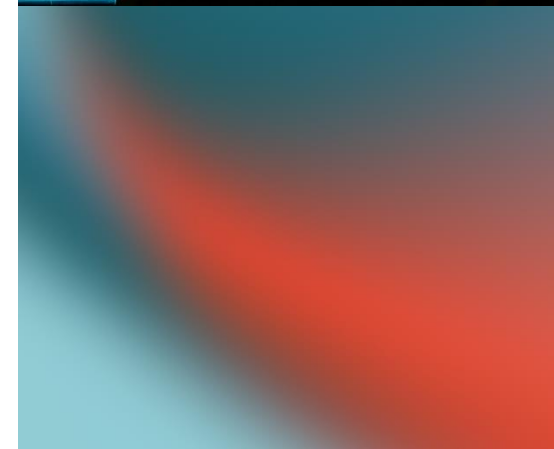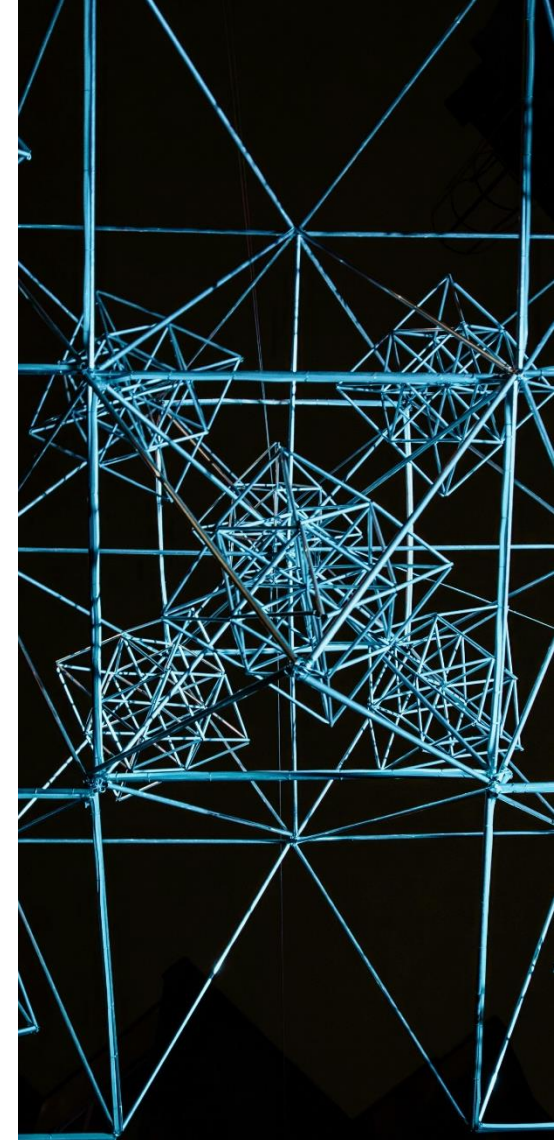- **Increase lifetime and ROI** when investing in a segmentation project

- We put **humans in control** by showing the sources used in each AI output

- We rely on **high quality market research data** as the foundation for high quality search retrieval

- We don't use client data to train any models – we use **enterprise secure LLMs** based on our learnings with strat7GPT

# What can the segment chatbot be used for?

Personalising and improving marketing copy

Testing concepts and new product ideas in minutes

Using natural language to query numeric information

Finding gaps in current research

# How can I be sure the segment chatbot is accurate?

In September 2024, STRAT7 Bonamy Finch teamed up with STRAT7 Audiences to conduct some rigorous parallel tests to analyse how our segment chatbot responses compared to 500 human responses in the casual dining category.

The test was aimed at understanding if our segment chatbot could outperform human respondents and human researchers when it comes to specific tasks.

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# What did we **test?**

## Improving written comms

An A/B test comparing a new restaurant concept written by an experienced researcher vs a concept improved by the chatbot.

## Testing innovation ideas

Asking the chatbot to predict the segment that would find each concept most exciting.

## Language analysis

Instructing the chatbot to pick out the exact reasons why certain product concepts appealed.

# What did we **find?**

## Significant improvement in appeal

Increase in target market audience who agree a new restaurant concept (optimised by the chatbot) is more relevant to them.

## Predictive accuracy at ~90%

Was able to identify the top 2 segments in 7/8 concepts (90%). This compares to 50% using out-of-the-box AI tools (e.g. ChatGPT) alone.

## Able to identify appealing words

The chatbot was able to identify an impressive range of words that appealed to each segment quickly and accurately.

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# Find out more

Lifting the lid on our new segmentation chatbot tool > [Read blog](#)

Segmentation chatbot: Using AI to talk to your customers > [Read blog](#)



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