

Agentic Persona Studio

VCCP exists to challenge convention to create value.

As part of our AI enabled challenger methodology, Agentic Persona Studio delivers conversational AI agents to stand out and reflect a brand's personality, versus generic off-the-shelf solutions. These can be in-text voice, image or video.

What problems can this help with?

- Hundreds of millions of people chat with AI every day, forming emotional connections like never before - Agentic Persona Studio gives brands control over how those connections are made.
- We go beyond tone of voice: where most agentic services focus purely on function, we build ownable AI personalities that stand out - factoring in not just what an agent says, but how it behaves.
- We call it Tone of Action: a new layer of brand expression that builds trust, improves experience, and keeps every interaction feeling distinctly yours.

What are the benefits of using Agentic Persona Studio?

An ownable AI agent that truly reflects your brand's tone, behaviour and values — building genuine emotional connection, standing out from the competition, and turning every interaction into brand value.



Please note this film shows proof of concept only. Please do not share further.

Want to know more?

Get in touch with your team if you would like to see a demo of Agentic Persona Studio.





comparethemarket™

Proof of Concept

The Challenge

The challenge was to evolve Auto Sergei from a simple notification tool into a genuinely intelligent service, while transforming Sergei from a marketing character into a trusted insurance expert customers could rely on.

The Solution

Using our Agentic Persona Studio, we have developed the service and personality of Auto Sergei into a proactive service agent.

Through conversational interactions, a trusted tone of voice and clear next actions, Sergei guides customers to the most relevant renewal options - simplifying decisions and making insurance easier to manage.

The Impact

Currently in market

