



**PERSONALIZATION:
THE FOUNDATION OF
FUTURE-READY WORKPLACES**

OVERVIEW

Just as technology evolves rapidly, workplaces are evolving as well, but standardized services struggle to keep pace with this transformation. To stay competitive, businesses need persona-based enablement that delivers personalized, flexible, and innovative employee experiences. This approach provides the structure needed to tailor workplace services effectively, becoming a core driver for workforce readiness and business success. Personalization aligns workplace services with how people actually work rather than how organizations assume they work.

HOW WE DEFINE PERSONA

Defining personas begins with identifying strategic objectives and establishing clearly defined scope boundaries for user groups. Once these boundaries are set, organizations can examine the data needed to understand user groups accurately. The process involves a structured analysis of existing quantitative surveys, behavioral patterns across the workforce, and the existing role architecture plays within the organization. A critical step is understanding user segments thoroughly, ensuring that the entire workforce is covered within four or five foundational personas that represent real workplace service usage patterns. The personas become the anchor for scalable and adaptive workplace services.

Personalization is the cornerstone of tomorrow's workplace. With persona-based workplace service implementation, organizations unlock flexibility, inclusivity, and growth by creating environments where employees thrive, and businesses excel.



SERVICE OFFERING USING CONTEXTUALIZED INTELLIGENCE FOR THE RIGHT PERSONA

Contextualized intelligence-based service offering approach moves beyond traditional role-based assumptions and enables hyper-personalized workplace services that reflect the employee's real-time context, working style, and environment. Persona-based service intelligence relies on the convergence of:

Static Data

Job role, department, location, tenure, and access privileges

Dynamic Data

Real-time location (in-office versus remote), current IT issues (open support tickets), recent interactions, and productivity signals

Behavioral Context

Preferred communication channels, peak working hours, and technology usage patterns

For example, in the context of IT support, relevant factors may include the user's role, such as an engineer who requires advanced software assistance in comparison to a sales representative who needs basic laptop support. Location also influences support pathways, such as those between employees in manufacturing facilities and remote workers. Their support history, including unresolved tickets, further shapes the service context.

These contextual signals form the foundation for accurate and timely personalization across workplace services. In view of the above example, the advanced software assistance gets the ticket allocated to an L3 / L4 level support personnel, while the Sales Representative uses an AI agent to resolve the issue on the go.

A crucial requirement is to maintain an active feedback loop so that ongoing service usage and sentiment continually refine the personalized experience.



PERSONA-BASED WORKPLACE SERVICE IMPLEMENTATION

Effective persona-based workplace service implementation requires a structured sequence of steps that ensure accuracy, adoption, and long-term sustainability.



Additional value emerges through higher adoption of workplace services and a shift in the way employees consume them. Persona insights enable clear, data-driven governance across defined user segments and reduce friction in IT support channels and workflows.

ADAPTIVE PERSONA SOLUTIONS FOR WORKPLACE ENABLEMENT

Adaptive persona is a characterization that may initially have a static definition, but it often gains complexity through contextual factors and specific responsibilities associated with various functions, such as travel or departmental transfers. Numerous variations exist within people and individuals may assume additional duties based on changing roles.

For example, an employee in Delivery role who transitions to overseeing Retail Banking may subsequently manage operations in Investment Banking; while the core role title remains, its functional scope can evolve. This variability reflects how context shapes the nature of an employee's responsibilities, illustrating the diverse experiences that can occur within extended roles which require the workplace service touchpoints to be flexible to provide the required enhanced services.

Key Benefits for Companies

The benefits of persona-based enablement extend across employee experience, operational outcomes, and organizational performance.



Boosting Employee Success

Tailored services that reflect employee needs improve efficiency, satisfaction, and retention. Personalized workflows and role-specific automation enhance day-to-day productivity



Optimizing Spending and Efficiency

Persona-led allocation supported by AI analysis provides insights, prevents overspending, and improves operational effectiveness. Automated cloud provisioning ensures employees receive the right tools at the right time and reduces resource waste through cost efficiency

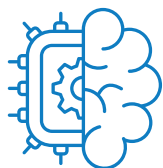


Scaling with Consistency

Persona-based frameworks provide enterprise-scale consistency across regions while enabling local flexibility. AI-driven tools help in automating workflows, predicting user needs, and providing personalized insights at scale. Governance ensures security and compliance across varying environments

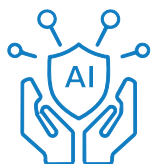
RELEVANCE IN AI-DRIVEN WORKPLACES

AI amplifies the value of personas across multiple layers, from data readiness to experience design to governance, creating a cohesive and evolving workplace model.



Building AI-Ready Models

Structured data fuels AI models for predictive analytics and personalization. AI can dynamically refine personas using real-time usage patterns and GenAI, creating responsive models that reflect changing work styles



Paving the Future of Work

AI combined with personas enables intelligently individualized experiences that include recommended workflows, app suggestions, and anticipatory role-based support. Predictions based on persona signals ensure employees receive proactive assistance



Strategic Considerations

Ethical use of persona data and responsible AI practices maintain transparency and compliance. Real-time analytics of adoption, productivity, and engagement guide ongoing persona evolution. Automation and cloud orchestration ensure cost efficiency

AI persona synergy through predictive analytics, GenAI, and continuous persona refinement is emerging as the blueprint for future-ready workplaces.



FUTURE PROOFING SERVICES WITH AI-DRIVEN PERSONAS

As AI-driven persona models mature, their role expands from enhancing current experiences to enabling forecasting, simulation, and future-state planning. Machine Learning generates personas by analyzing behavioral and interaction data to identify real usage patterns. Building on this foundation, simulated personas enable safe scenario exploration and support strategic planning. These capabilities naturally progress into adaptive personas that adjust to context, tailored experiences, and evolve with user needs.

As these adaptive systems operate, they help align tools through automation and maintain consistency across workflows. The resulting interaction data supports closed-loop insights and predictive analytics, which continuously refine and strengthen persona models. Together, these advancements help organizations adopt GenAI more effectively and navigate evolving workplace demands.



ABOUT THE AUTHOR



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Ramesh Subramonia Pillai is an Industry Principal with 20+ years' experience with Infosys specializing in Digital Workplace Services with focus on workplace transformation. He has led initiatives that EUC tool modernization, behavioral insights, and contextual intelligence to redefine how modern workplaces operate. He has contributed to developing adaptive workplace service models that enhance productivity, hybrid work efficiency, workforce readiness for EUC transformation and modernization.

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