Abogabot Target audience

Demographic | 3

- Age: 25 and above.
- Any gender.
- Job titles: Associate and Senior Lawyers and Attorneys, Law Firm Executives,

Challenges | 5

- Lacks of a digital soultion.
- Repetitive tasks wastes their time.
- Fail to deliver updates and document information from clients.
- Wants to save costs.
- Wants a technology integration with processes.

Psychographic | 5

- Values creating more channels to reach potential and previous clients.
- Likes to receive data digitally.
- Optimistic for solutions that promise to solve all their problems.
- Dislikes working with repetitive and easy tasks.
- Values the use of technology to automate tasks.

Identifiers | 4

- Values the use of technology to automate tasks.
- Repetitive tasks wastes their time.
- Fail to deliver updates and document information from clients.
- Wants a technology integration with processes.

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