

CUSTOMER SEGMENTATION

Greater effectiveness through differentiated customer approach

Companies that address different customer needs individually get much more out of their marketing investments.

LINK has the know-how and the tools to develop together with you bespoke customer segmentation.



Strategic customer segmentation

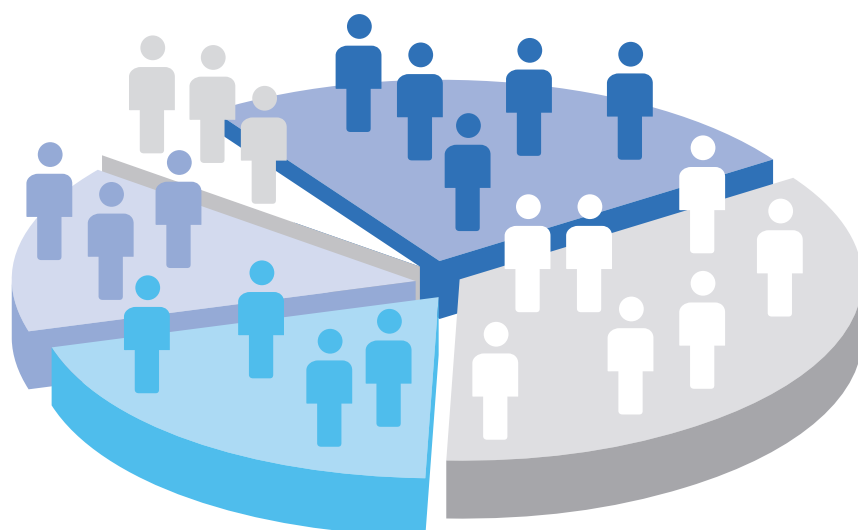
All customers are different – in their attitudes, needs, expectations and behaviour. Not only that, not all customers are equally profitable for a company.

The goal for any company must be to offer every customer the right products and services via the right channels and with arguments that appeal to the individual customer the most. The road to this goal is via a differentiated and implementation-oriented segmentation of markets and customers.

Closer to the customer with the right method mix

Close collaboration with LINK qualitative means we can provide you with a modular research concept that includes both sophisticated qualitative and quantitative methods.

- In an initial, qualitative phase, personal in-depth interviews, ethnographic interviews, etc. explore customers' motives, expectations and wants, and so enable the generation of potential segments and relevant input for the quantitative phase.
- In the follow-on phase these insights are quantified in representative surveys. The quantitative study is designed on the basis of the insights gained from the qualitative phase.



Reverse strategic customer segmentation with our CRM database

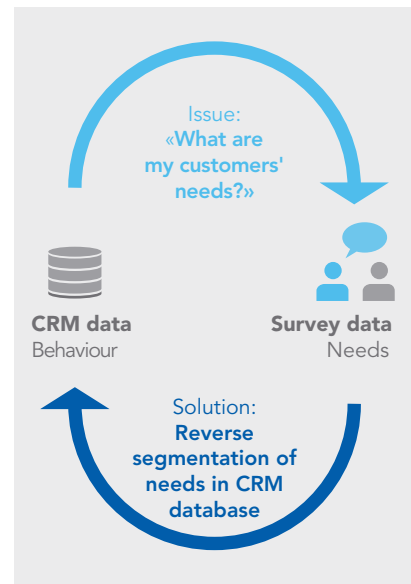
Using strategic segmentation is especially effective when customer segments can be identified in our CRM database. This entails linking the «internal» transaction data with survey data and there are special statistical analysis methods available for this.

- **Predictive statistical methods:** using data mining methods, we develop models with which the various segment types extracted from the quantitative customer data in the database can be «predicted» as precisely as possible.
- **Reverse segmentation:** on the basis of the information in the database the customers are grouped together in micro-clusters on which we can then apply reverse segmentation.
- **Key questions in the dialogue with customers:** using statistical criteria, a limited number of key questions are compiled on the basis of the quantitative segmentation study. These questions enable an existing or potential customer to be assigned to the correct segment.

Segmentation «Toolbox»

LINK offers all kinds of segmentation with an existing and repeatedly validated question catalogue, e.g.:

- **Migration segments:** these segments give a deeper insight into the customer structure and enable the study of potential customer migration.
- **Innovation clusters:** this typologisation means we can categorise your customers according to their innovation behaviour into innovators, early adopters or early or late majority.
- **Needs-based segmentation:** cluster analysis on the basis of maximum difference scaling or conjoint analysis leads to a profound understanding of your customers' needs and, as such, enables you to design target group-specific products or marketing activities.



LINK Institute – your partner for decision-making fundamentals you can rely on.

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