

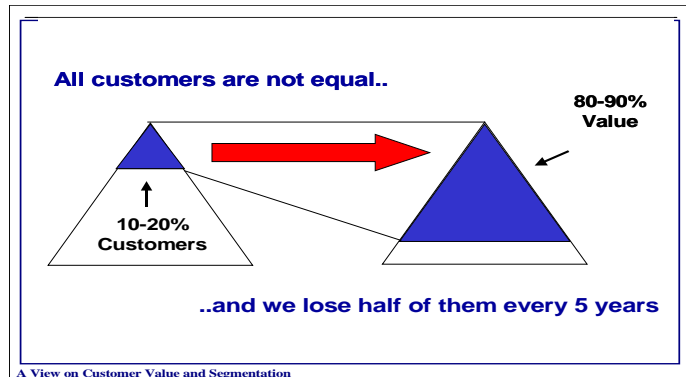
BRS Outlook

A Sales and Marketing Publication from the Business Research + Specialists

Issue 4

Advanced Value Segmentation

Why is segmentation even more important today than in previous years and what is different and unique in applying advanced segmentation disciplines in your organisation?



Market segmentation has been practiced by organisations over many years with conventional segmentation focused on – product, industry, size and socio-demographic dimensions.

Questions facing marketing executives today include:

1. Is my company aware of the 'market' value of our customers ie their total wallet
2. Is our market share growing in the higher value segments?
3. What is the market value of the customers who have switched from our company this year ie are we loosing high value or low value customers?
4. Are my companies resources targeting the most valuable customers?
5. Is my companies customer 'value profile' different to my competitors and if so where and why?
6. Is our value proposition tailored specifically to the needs of each value segment?
7. Are our promotions and marketing initiatives aligned to the need and value of each segment?
8. Are we aware of the loyalty profile of our segments?
9. Have we identified cross sell opportunities within each segment?
10. Are we tracking satisfaction specific to each segment?

Over the last three years BRS and their global expert team have been developing and implementing Advanced Value Segmentation processes with leading Australian and Thai organisations.

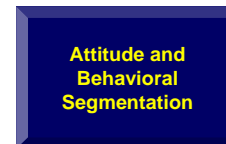
Value Segmentation

Advanced segmentation provides answers to these questions by incorporating traditional segmentation models with the following advanced segmentation attributes.

- Value
- Attitudes and needs
- Behaviour



Process of segmenting customers into discrete groups based on their current and potential value. Members of the same value group may have different needs, loyalty, attitudes and beliefs.



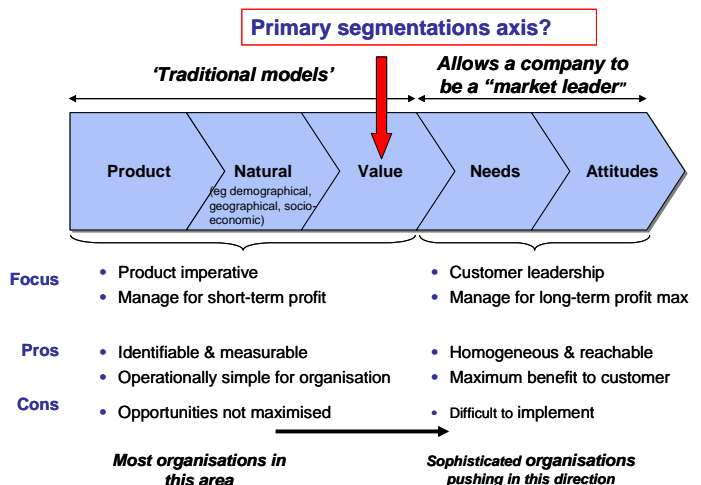
Process of segmenting customers into discrete groups based on -

- their stated needs, attitudes and beliefs
- their actual behaviour
- their organisational Affinity

The Transition from Conventional Segmentation to Value Based Segmentation

One of the most powerful marketing initiatives over the past three years has been the application of advanced Segmentation modelling'.

The schematic detailing the transition from conventional segmentation to advanced value segmentation is detailed below:

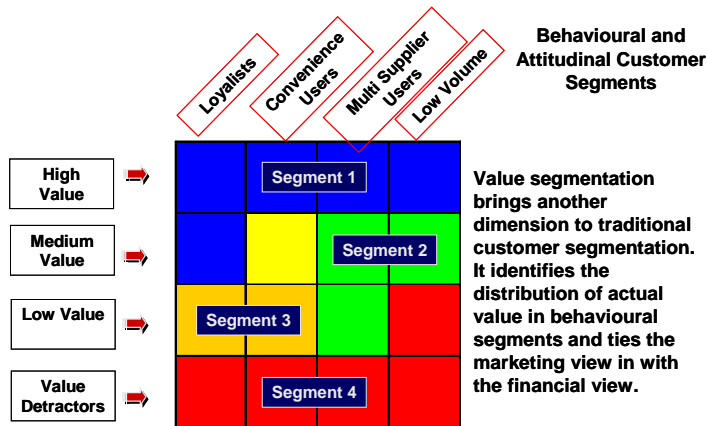


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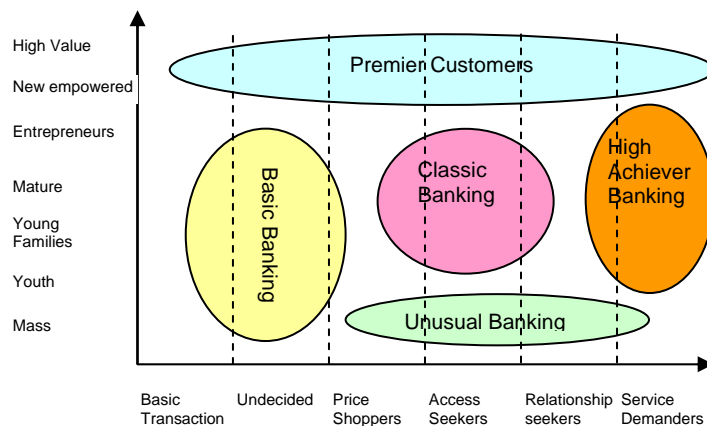
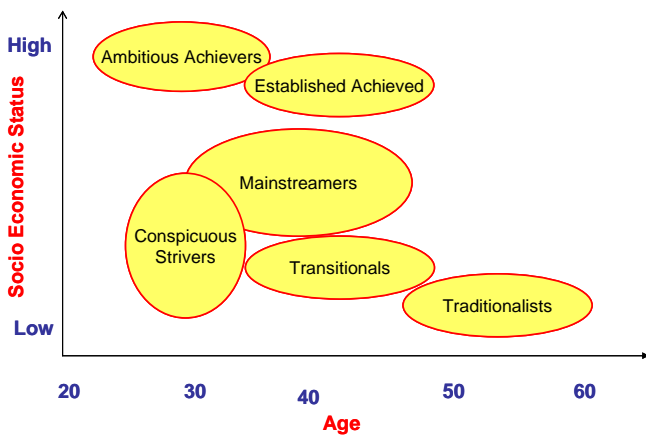
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A Schematic of Value Segmentation



Some Examples of Advanced Segmentation

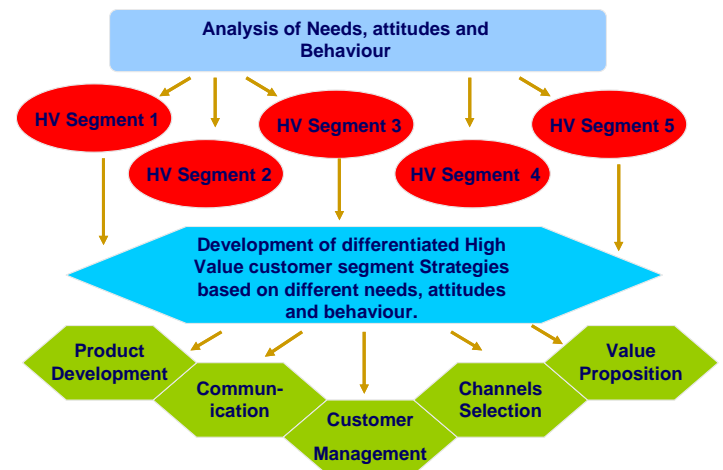


The BRS Solution – Innovative and Actionable

The BRS Segmentation Model integrates customer's needs, attitudes and behaviour with value. Market value is determined by tailored research to identify 'market wallet' segments or tiers which when aligned with actual value to your company identifies your market potential of each segment.

The model then allows your company to tailor, specific to each segment:

- Product offers
- Service offers
- Communication
- Customer management
- Channel



Major Benefits to an Organisation

- Provides powerful insights to the market opportunities
- Identifies where resources are best deployed
- Allows marketing initiatives to be targeted (to high value customers)
- Tracks wins and losses in terms of value
- Compares value profiles with competitors
- Allows tailored value proposition

For more information on the BRS Satisfaction and Loyalty Monitor please contact.

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