



Help us to improve our customer focus and resource allocation through Customer Segmentation ~ “make it live at customer facing level”

Client

This client is a global leader in medical devices for a key medical category. It occupies healthcare market leading positions in most European countries.

Their traditional marketplace for the devices is in specialist centres located within key hospitals. The market has changed quite significantly over the last few years with an increased emphasis on budgets and the involvement of professional procurement teams within the decision making process.

The problem our client faced was that as the market place became more competitive and resources more expensive, an approach was required that could focus resources against the customers with the most value and potential. The approach needed to be simple so that everyone could understand, buy into and action it.

The Brief

We are spreading our efforts too thinly and really need to focus on the customers that offer us the most value and potential.

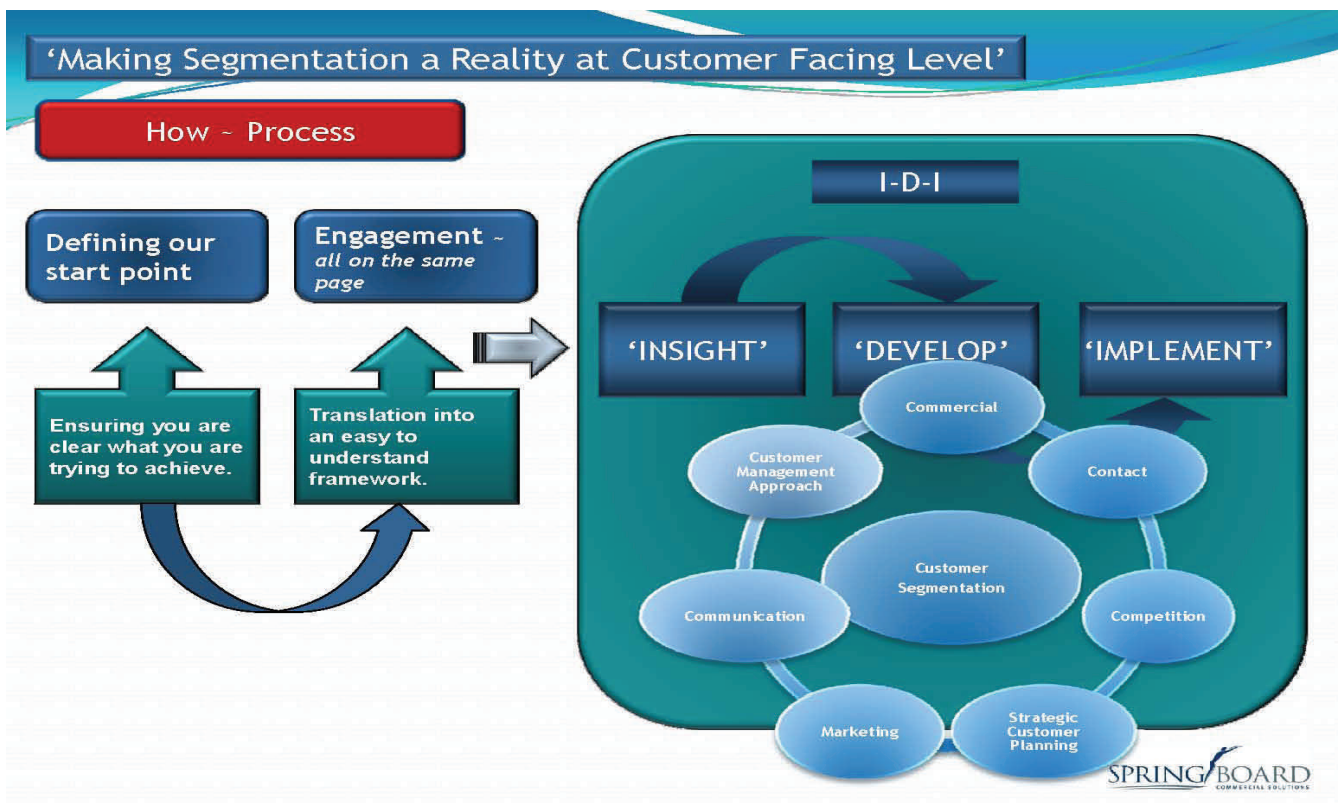
What did we do ?

- ~ Sold in the concept of customer segmentation on a Pan European level.
- ~ Engaged and recruited key stakeholders into a steering group.
- ~ Identified and developed a pan European customer segmentation team.
- ~ Worked with the champion team to develop a customer segmentation framework that operated effectively on a pan euro level.
- ~ Level one Segmentation
 - ◆ Hospitals / Centres segmented via the framework
 - ◆ Value / Volume dashboard developed for commercial insight development
 - ◆ Lead Markets developed contact strategies and development plans based upon the insight
- ~ Level two Segmentation
 - ◆ Customers within each hospital / centre segmented
 - ◆ Dashboard refined and enhanced
 - ◆ Customer centric development plans for centres within segments; A1,A2,A3, B1,B2.

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Deep dive Customer Segmentation

One region was selected to follow a jointly developed customer segmentation journey as per the following slide;



So what was the impact ?

1. Marketing programmes now developed on a segmented basis
2. Customer contact strategies in place based upon customer value and potential
3. Customer Segmentation framework terminology used as common language across EMEA.
4. Phase one has highlighted customers and centres for focused attention to address performance issues.
5. Customer Management strategy under development based upon segmentation framework and the insights it has generated.

Would you like to know more?

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