

# Market Segmentation and Opportunity Identification

## **The Problem:**

Our client in the services sector was challenged with identifying opportunities for maximizing revenue from existing customers. It was imperative for them to determine a single view of the category usage so that particular user groups could be identified and converted to additional products.

## **The Solution:**

Our rigorous quantitative research program focused around a core segmentation of customers based on the likelihood that they would adopt an additional category product or convert from a competitor. The team was able to isolate the relative importance of brand as well as other elements such as pricing, relationship and product attributes that contributed to the buying decision.

## **The Result:**

The unique customer segments identified empowered our client to implement a tailored sales approach based on products of interest and communicating the key drivers of the buying decision for the product. This resulted in the development of segment specific communication programs.

[www.lewers.com.au](http://www.lewers.com.au)