

Optimising Customer Value

The Problem:

Our client knew that to improve the customer value of a top tier segment they needed to have defined a clear and concise value proposition and understand its competitive attractiveness to not only acquire new customers but to also better understand and optimise their positioning amongst current customers.

The Solution:

A multi-phased research program incorporating a qualitative and quantitative design understood the triggers, barriers and attributes that played a role in category purchase.

The Result:

The program enabled the client to gain a full understanding of the relative attractiveness of the value proposition and revise accordingly. The research demonstrated the elements that drove customer acquisition in contrast to customer retention and therefore provided the business with strategic insight into the important drivers of buying decisions to enable strategic marketing actions such as development of relevant and more appropriate communications.

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