

Tools to action your segmentation



The real value of segmentation research lies in the rollout and execution. We employ a range of tools to ensure this phase is a success. Find out more about each tool below.

Understand each segment



Workshop

Host workshops with central and local teams to help all stakeholders understand the segments, identify them, and critically give them an opportunity to discuss practical implementation strategies at the local level (e.g. call plans, messaging and digital strategies).



Interact

Employ trained actors to role play each segment, bringing them to life in a dynamic communications training session that allows stakeholders to ask questions and start discussions.

Visualise each segment



Visualise

Give stakeholders a one-page infographic-style summary, summarising each segment. These can be distributed as a take-away for notes & reference.



Animate

Help stakeholders quickly and easily understand key characteristics of each segment via a 2-3 min animated video, and summarise implications for marketing and targeting.

Identify segments in the field



Identify

Identify a set of 5-7 golden questions, to classify customers in the field in an easy-to-use Excel format. The tool ensures consistency in segment identification across markets.



Illustrate

Hear from a customer describing their beliefs and behaviours and identify the segment from the thoughts expressed. Help train the team in how to lead a discussion and respond to questions from different segments.

Contact

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