

Workshop B

Have can we demonstrate the
real value of customer and
citizen segmentation?

Conclusions

3 key points for setting up a segmentation project

- 1) Have clear objectives and know they are achievable
- 2) Identify data sources and ensure suitability for solution
- 3) Get full buy-in from the organisation (top to bottom)

Creating the Segmentation and deliverables

- 1) Step back – what are we trying to achieve, who are the end-users
- 2) Ensure strength and longevity (but dip in periodically to ensure relevance and segment movement)

Disseminating and embedding

- 1) Demonstrate value – and put it into practice
- 2) Make it accessible (through visualisation, descriptions etc)
- 3) Have champions who can speak both languages (segmentation and business)

Needs to be plausible and have some surprises