



segmentation is a journey.....

Which is why we can't expect to learn everything about a customer through a pen portrait!

1. More than this

We often hear 'bring the segments to life', but often researchers think this is numbers on a page or a pretty pen portrait. It needs to be more than this – **SEGMENT INSPIRATION** is about **understanding**, **empathising** with and providing **confidence** in using/applying the segmentation.

2. UNDERSTANDING

UNDERSTANDING requires a succinct summary which can be highly visual, highly numeric, or both depending on the client and business challenge. Either way, the summaries need to be **clear**, easily digestible and provide a solid and memorable take-out of what makes the segments different.

They also need to be created and delivered by the same people who DEVELOPED the segmentation. Often this is the biggest gap – if consultants are outsourcing the heavy analytics to a third party, their ability to explain or convey how the segments really differ is fundamentally limited. This is why, at ruby, **your consultants are the analysts** or part of the direct analytic team.

3. EMPATHY

EMPATHY requires us to see, hear, meet, interact with, challenge and immerse ourselves with segments. We have established and managed successful immersion programs, ethnography and video documentaries, online segment communities, and even had segment representatives form a virtual consumer board (come in to the business and act as a panel for questions or new initiative testing). Each of these elements broadens our understanding of the segment and builds upon our learning. It helps us to **identify** with them as people (or if an occasion or need segmentation, the same can be true), their needs, expressions and everyday lives. Empathy is an ongoing commitment to understanding someone **beyond** the headlines in the pen portrait. A little like internet dating now isn't it.....

3. CONFIDENCE

CONFIDENCE requires more than pretty portraits and immersion however. It means illustrating and **applying** segments in **business planning processes**. To achieve this, we design segment-based **strategic planning processes** and tools (or adapt existing ones) to ensure the customer lies at the heart of the business. By sizing, forecasting, assessing risk vs opportunity of each segment and understanding how each should be prioritised and/or aligned to our portfolio, we take the segmentation from conceptual, to practical in terms of **financial** and **business** application. We also focus on replication and database tagging algorithms that are **accurate** and **simple** to ensure internal reporting can immediately assume a customer-centric focus.

SEGMENT INSPIRATION. BECAUSE SEGMENTATION DOESN'T END AT THE PEN PORTRAIT!

ruby cha cha



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segment inspiration