



GROWING TOGETHER IN THE AMERICAS

DIGITALISATION FOR INTERNATIONAL TRADE
CHALLENGE



Agenda

1. Important Announcements

2. Individual challenge

3. Customer segmentation

How to segment my customers?

How to obtain customer experience data?

Examples of customer segmentation

3. Customer journey

Why map the customer journey

4. Q&A



Attention!

Use the **Q&A session** for questions!

1. We recommend focusing on questions regarding the topic that your colleagues can also benefit from, avoid questions too specific about your business.

2. The **Chat** is reserved for comments that you wish to share. Remember we are reading you!

3. Post in the **class forum on ConnectAmericas Academy**, for more questions and suggestions and comments related to the class. This way your classmates can also discuss about it.

4. This is a learning environment, we come to learn, to make mistakes, to reflect, to change our minds, **and it's all good!**

5. If you have any problems, please contact us at: creciendojuntas@connectamericas.com

Don't forget to complete the survey at the end of the class to give us your feedback.

6. <https://forms.office.com/r/V4btWYzzJB>

We will keep this in mind for the next classes!

Agenda

1. Important Announcements

2. **Individual challenge**

3. Customer segmentation

How to segment my customers?

How to obtain customer experience data?

Examples of customer segmentation

3. Customer journey

Why map the customer journey

4. Q&A



Individual challenge

It's almost time to submit the individual challenge

“Customer networks strategy generator”

Submission deadline: **Monday, 28 march**

Where: [ConnectAmericas Academy – Topic 1 Digital Immersion – Class 4 – Individual Challenge](#)

Let's share!

Tell us about your experience developing this challenge's tool.

Time: 15 minutes



Agenda

1. Important Announcements
2. Individual challenge
3. **Customer segmentation**

How to segment my customers?

How to obtain customer experience data?

Examples of customer segmentation

3. Customer journey

Why map the customer journey

4. Q&A



Customer segmentation

What is it?

Customer segmentation is the process of dividing customers based on common characteristics, such as demographics or behaviours, in order to market to those customers more effectively.

Why do it?

It allows to develop a better understanding of customers' needs and desires.



Increase Customer
Lifetime Value (CLV)



Enhance product
development



Reduce risk of
disengagement



Enhance
user experience



Price optimisation



Figure out which segment
is more profitable

How to segment my customers?



According to Demography

Customers can be categorised into groups according to their ethnicity, income, age, gender, language, location, marital status, stage of the purchase funnel they are in, whether they would pay more money for quality and comfort, and so on.

This information can be collected through Google Analytics or a CRM.

According to Psychography

Customers are sometimes segmented according to their **attitude and personality**. For this segmentation, it is necessary to conduct a survey.

Some of the generalised questions can be

- When was the last time the customer bought something?
- How many times did he/she buy?
- How much money was spent?

With the help of this analysis, the company can find out which are the **high-value customers**. If the company focuses on the right customer for a product, then, with the right marketing and sales, it can increase revenues.



How to segment my customers?

According to customer's goals

Behavioural information is recorded when the customer makes a purchase or performs an action such as adding items to the cart. Similarly, customer surveys can be conducted to check whether their preferences are the same compared to the last time they shopped or have changed.



According to Purchase patterns

The buying pattern helps to understand what the customer would like to buy based on their previous purchases. Customers can be segmented based on who has continued to buy from the brand (active) and who has disengaged.

This model helps to understand who are the new customers and who are the old customers. By creating this demarcation, it is easier to provide help to the new user than to those who are already familiar with the process.

How to obtain customer experience data?

There are multiple ways of collecting experience data, which are divided into direct and indirect flows.

Direct flows usually include customer surveys and direct feedback.

- Relationship surveys
- Post-store visit surveys
- Post-purchase survey
- Product satisfaction survey
- Brand tracking

Indirect flows involve insights derived from data, which can point to trends that help to understand any correlations in the behaviour of the customer base.

- CRM
- Social Listening
- Frontline Feedback

How to obtain customer experience data?

i CRM means Customer Relationship Management

It encompasses all forms of customer relationship management in sales, marketing, customer service and e-commerce. CRM software automates and integrates these customer service activities, and also supports customer analytics, personalisation, social media integration, collaboration and more.

CHARACTERISTICS

- Contact management
- Interaction management
- Lead management
- Workflow automation
- Customer analysis

BENEFITS

- Improved customer experience
- Improved customer retention
- Increased sales revenue
- Increased process efficiency
- Smarter working and better collaboration

Examples of customer segmentation



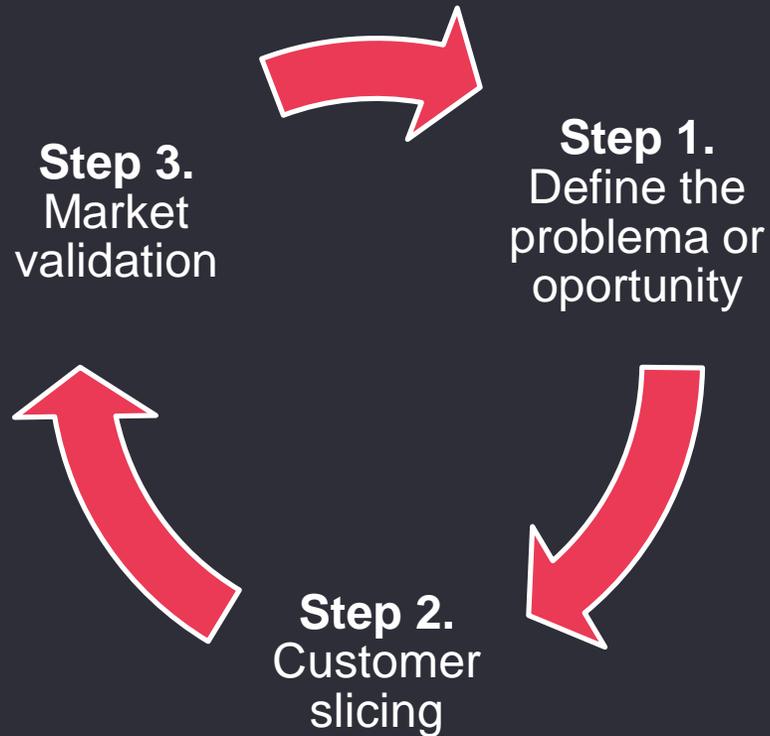
The company mistakenly informed a woman's father that she was pregnant before she could tell him the news. The company had the information because a pregnant woman's trolley usually contains **diapers** and typical **maternity items**.

A food truck increased revenue after using **geographic segmentation** in conjunction with omni-channel marketing.



Customer segmentation exercise

Company. Vegetarian and vegan food delivery service.



1. What is the **problem or opportunity** you are addressing with your product or service?

Vegetarians do not find food options for eating out.

2. What are the **behaviours or motivations** of clients who have this problem?

- They are used to eating out during the week.
- They are frequent consumers of vegetarian products
- They want to maintain a healthy but varied diet
- They do not have time to cook



It is possible to enhance this analysis with demographic information.

Customer segmentation exercise

Company. Vegetarian and vegan food delivery service.



3. Draft at least three **segments of clients**

Type A

“Vegetarians who work all day in a zone with limited access to restaurants. Low budget. They don’t want to eat the same menu every day. Highly focused on healthy habits.”

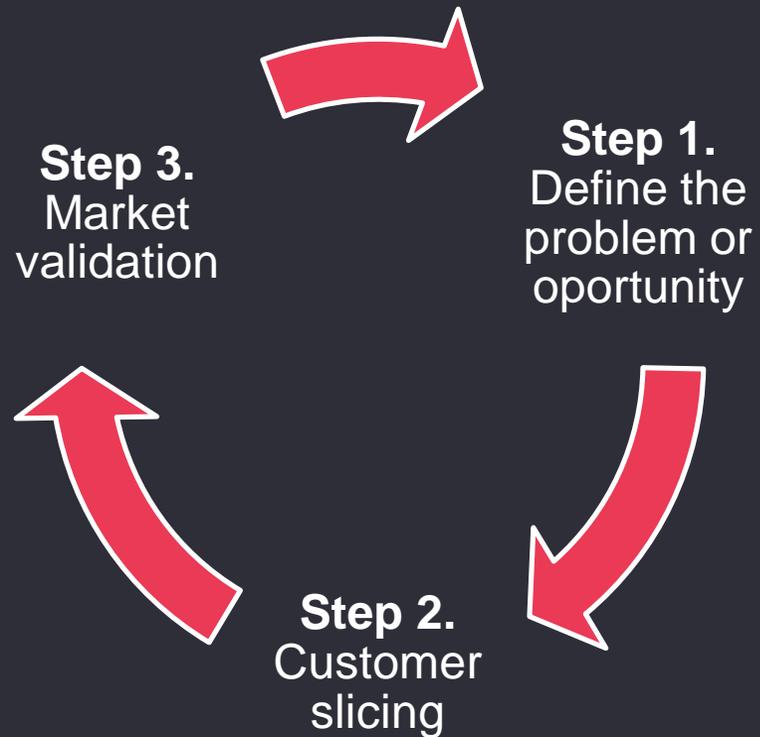
Type B

“People who want to be vegetarian, they are trying to change their diet. They are willing to cook but don’t have access to supermarkets to buy the products they need nor do they know what to cook. They get easily bored with typical menus and therefore are prone to quit their attempt to become vegetarians.”

Type C

“Vegetarians with high budget. They are willing to pay more for quality products in order to sustain a healthy diet.”

Customer segmentation exercise



Let's get to work!



Time to work: 15 min
Voluntary Presentation: 5 min

1. What is the **problem or opportunity** you are addressing with your product or service?
2. What are the **behaviours or motivations** of clients who have this problem?
3. Draft at least three **segments of clients**

Agenda

1. Important Announcements

2. Individual challenge

3. Customer segmentation

How to segment my customers?

How to obtain customer experience data?

Examples of customer segmentation

3. Customer journey

Why map the customer journey

4. Q&A



Customer Journey



Customer Journey

The customer journey is the path someone takes to become a customer. Basically, it is a process that involves all the interactions a customer has had with a company up to the point of conversion.



The customer journey is nothing more than the customer's route through the marketing funnel or purchase funnel.

Why map the customer journey?

1

Helps design more usable products and services

A website or service may be designed around software or hardware limitations or, usually, business priorities, which is why they often fail to deliver an optimal user experience.

2

Helps understand how others see the world

Every project will uncover some unique behaviour that you could never have predicted and these present an ongoing source of challenges for the business. The customer journey is an easy way to **bring an understanding of user behaviours to the entire team.**

3

Helps compare different channels

Users often use a variety of channels to satisfy their needs, such as a website, a call centre and a mobile application. The customer journey allows you to **determine the performance of each of these channels in relation to the specific needs of your users.**

4

Helps to detect content and functionality gaps.

During the mapping process, it can quickly become apparent where there is a user need that a product or service is not meeting. These **gaps are prioritised** and used by teams as a **roadmap to improve the product or service.**

Q & A

Thanks!
See you next Tuesday



Please go to the following link and give us your feedback on today's class:

<https://forms.office.com/r/V4btWYzzJB>

Your opinion is very important to us.