

## Client Case Insight: Consumer Behavioural Segmentation Research – Telecommunications Service Provider

Due to the legislative changes in the South African telecommunications market, the fixed line competitive environment was rapidly changing. In order to better understand the impact of the entrance of a second network operator into the market, as well as the creation of a more customer focused organisation, a major telecommunications service provider commissioned the development of a new consumer segmentation model.

StratNovation proposed the development of a behavioural segmentation model in consultation with the client. The model considered the buyer behaviour of residential telecommunications customers as the basis for segmenting and describing the market in terms of usage, underlying needs, delivery and promotion channels and demographic descriptors.

Consumers were surveyed and questioned across a variety of behavioural dimensions, to better understand the drivers of buying behaviours and patterns. The data was analysed and each of the behavioural segments appropriately named with descriptors that depicted the characteristics of each market segment.

The new segmentation model was linked to the telecommunication service provider's current database as well as other outsourced databases using demographic descriptors as a basis for classification. The process classified all clients into the determined behavioural segments. This enabled product managers to better understand their clients within each of the market segments.


The new segmentation model gave the telecommunication operator new insights into the target market. It also gave the provider the ability to develop and customise market offerings aligned with the underlying needs of different segments. Advertising campaigns were also designed around the behavioural market segments.

The various telecommunication offerings were then packaged to match the decision-making processes of the segment and then marketed and distributed to the segment through the preferred channels to market.


The consequential sales performance was monitored over a number of years to enable the impact of the model to be evaluated.

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 [www.stratnovation.co.za](http://www.stratnovation.co.za)

 +27(63) 662 6165

 [StratNovation linkedIn.com](http://StratNovation.linkedin.com)

 Office +27(11) 706 8999 OR +27 087 802 6256

 Skype Message or schedule a discussion: [stratnovation](mailto:stratnovation)

 [info@stratnovation.co.za](mailto:info@stratnovation.co.za) /

Appointments and / or Skype Consultations: [appointment@stratnovation.co.za](mailto:appointment@stratnovation.co.za) Indicate if you would like to:

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