



Case Study

Customer Needs and Value Segmentation

Tapping into the needs and values of B2B parcel carrier customers

The Challenge

A leading delivery service and courier provider commissioned us to carry out an extensive customer segmentation study with the aim of entirely remodeling their existing firmographic segmentation strategy. The research was commissioned on the back of a 3-year CX tracker, that showed significant shortcomings in the clients' service performance and customer relationship management. To better meet customer needs in the future, the client aimed to completely change the current client value proposition to offer a segmented service offering based on a customer value and needs segmentation.

The Solution

We conducted telephone and online interviews with our client's customers and prospects to understand what they expected from a parcel carrier. The answers from these interviews were then used to develop different service offerings to meet the different needs of B2B customers, taking into consideration far more than just the company size. The research audience mainly comprised of business owners, supply chain managers, marketing managers and buyers in corporates and SME's.

The questions asked focused on the following:



Understanding
client intimacy



Interest in future
service



Views on contracts
/ technology



Expected service
delivery



Ways to solve
problems



Satisfaction
with supplier

The Insight

The research identified four distinctive customer needs and value-based segments. Two of the most striking findings were that customer satisfaction was in fact lowest among the most lucrative customer segment and second lowest within the segment that most valued strong personal partnership with their delivery service provider. Following this research, we developed customer value propositions for each of the identified segments, which guided the client in the development of segment specific customer experiences and products.