

## Customer Segmentation and Client Positioning

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<i>Year</i>	<i>Industry</i>	<i>Functional Area(s)</i>	<i>Type(s) of Service</i>	<i>Case No</i>
2006	Telecom	- Strategic Marketing - Market Assessment	- Study, Research - Decision Support	419

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### *The Client Company*

A leading national cable operator, offering cable TV, fixed, internet, and mobile services to consumers and business customers.

### *The Client's Situation*

To develop its business market strategy the client wanted to understand the current market and its current position in the different segments and product categories.

The complication was that there were no reliable figures on the business market available. In terms of internal data sources, there were a series of historically grown, partially overlapping and inconsistent databases, which made it difficult to calculate the current market share.

### *CSK's Assignment and the Approach*

CSK's assignment was to develop a sound market segmentation, calculate the market size and to derive the client's current market shares in each segment.

This should enable the client to identify those segments with the highest potential, and would be the basis for the strategy development which was also facilitated by CSK.

In a first step, CSK used statistical data from the statistics office to develop an Excel-based five-dimensional segmentation tool that enabled the team to assess the market size for each product offering in terms of market volume (CHF) and in terms of number of customers. In a second step, CSK used multiple internal and external data sources (billing, ERP, and CRM systems, external databases) to calculate the client's current market share.

### *The Result*

After this assignment, the client had a clear view on the market size and its current market share and position. The client was able to develop a new business markets strategy.

The assessment delivery was the excel-based segmentation tool that enabled the client to make its own calculation for further offerings.

### *Client Feedback*

"We were very satisfied with CSK's work. We are looking forward to working with them again."

