



IMPROVING COMMUNICATION STRATEGY AND SALES PROCESSES

The Client Challenge

Our client needed to improve their communication strategy and sales process in order to better understand its customer base and drive increased sales.

The GemSeek Approach

Our data science team developed a model that was based on factor analysis and K-means cluster analysis. The outcome defined three clusters – technology “geeks”, socially responsive and career-oriented, with distinctive differences in their demographical profile, lifestyle and attitudes toward the brand.

Since the analyses was done by segments, the Clients was able to observe differences in customer preference.

The Deliverables

The segmentation approach is a powerful tool to analyze your customer targets in an extremely detailed way, touching up on all the important segments. Based on the outcome from the analysis our client managed to prioritize segments, allocate resources accordingly and achieve higher sales growth as well as improved profitability.

