

Needs Based Segmentation

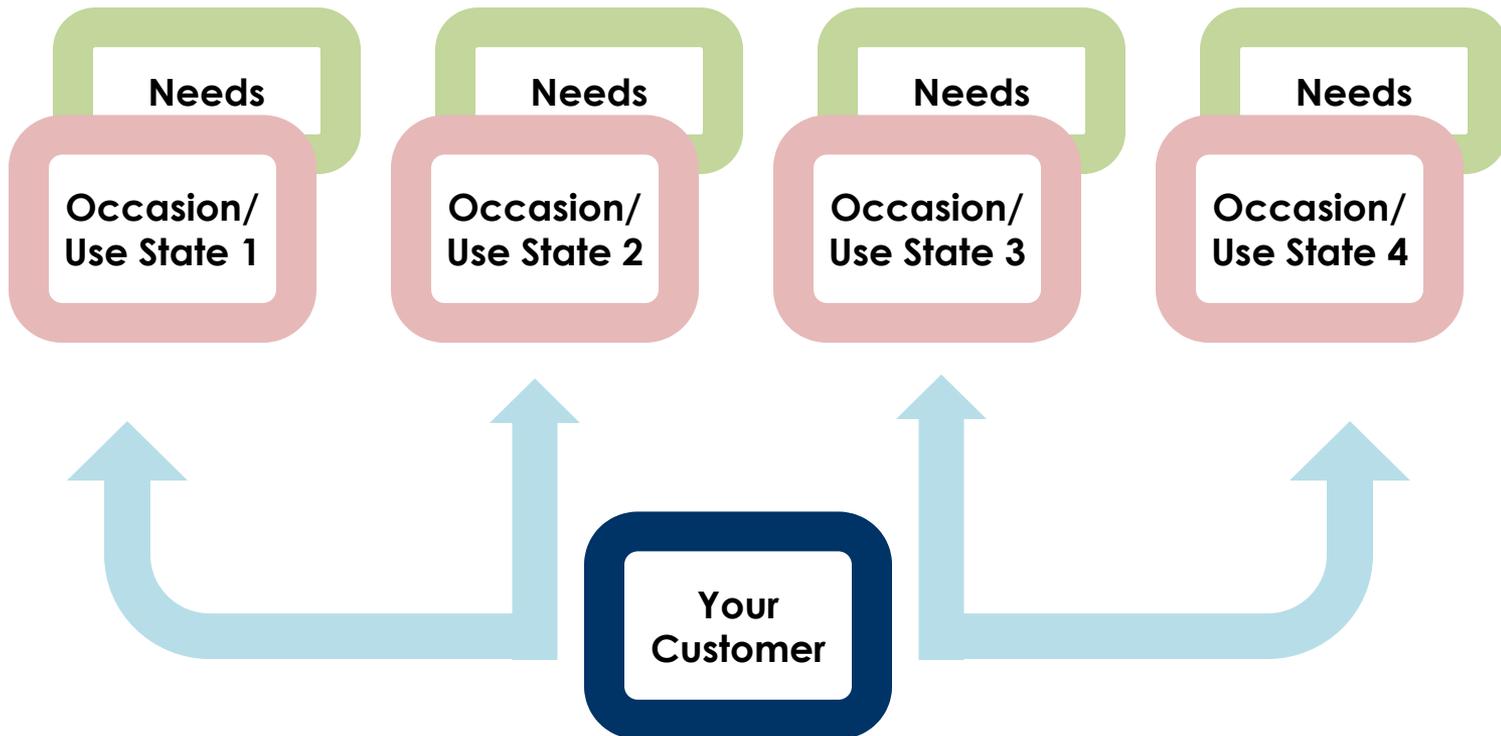
Approach in action



A major US Casual Dining Restaurant chain came to us with a problem – they didn't have a customer segmentation that was actionable, and they needed one, fast.

We looked at previous segmentations and realized quickly that they didn't do a good job of explaining different customer behaviors.

We took a Needs based approach and implemented one of the most successful projects they had ever done – driving positive change in their approach from Marketing to in-store service and staff training.



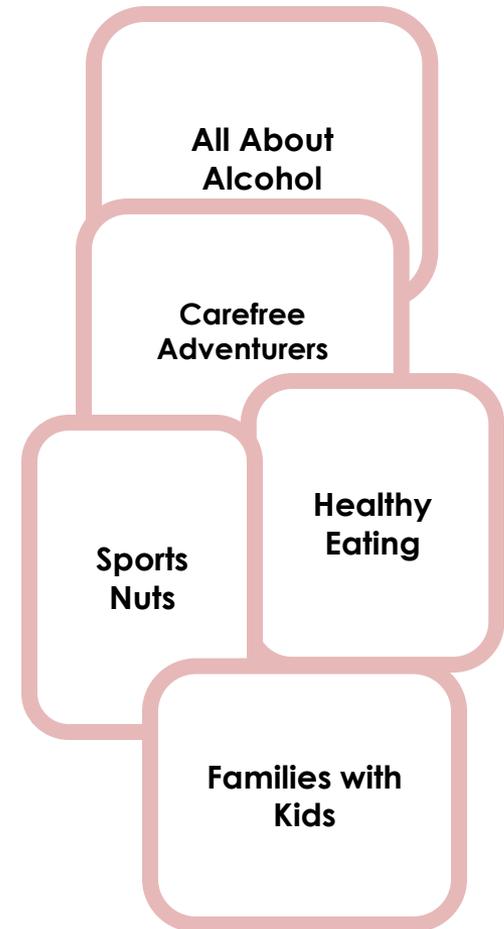
Their Previous Segmentation



The entire market was been explained by five discrete groups of customers.

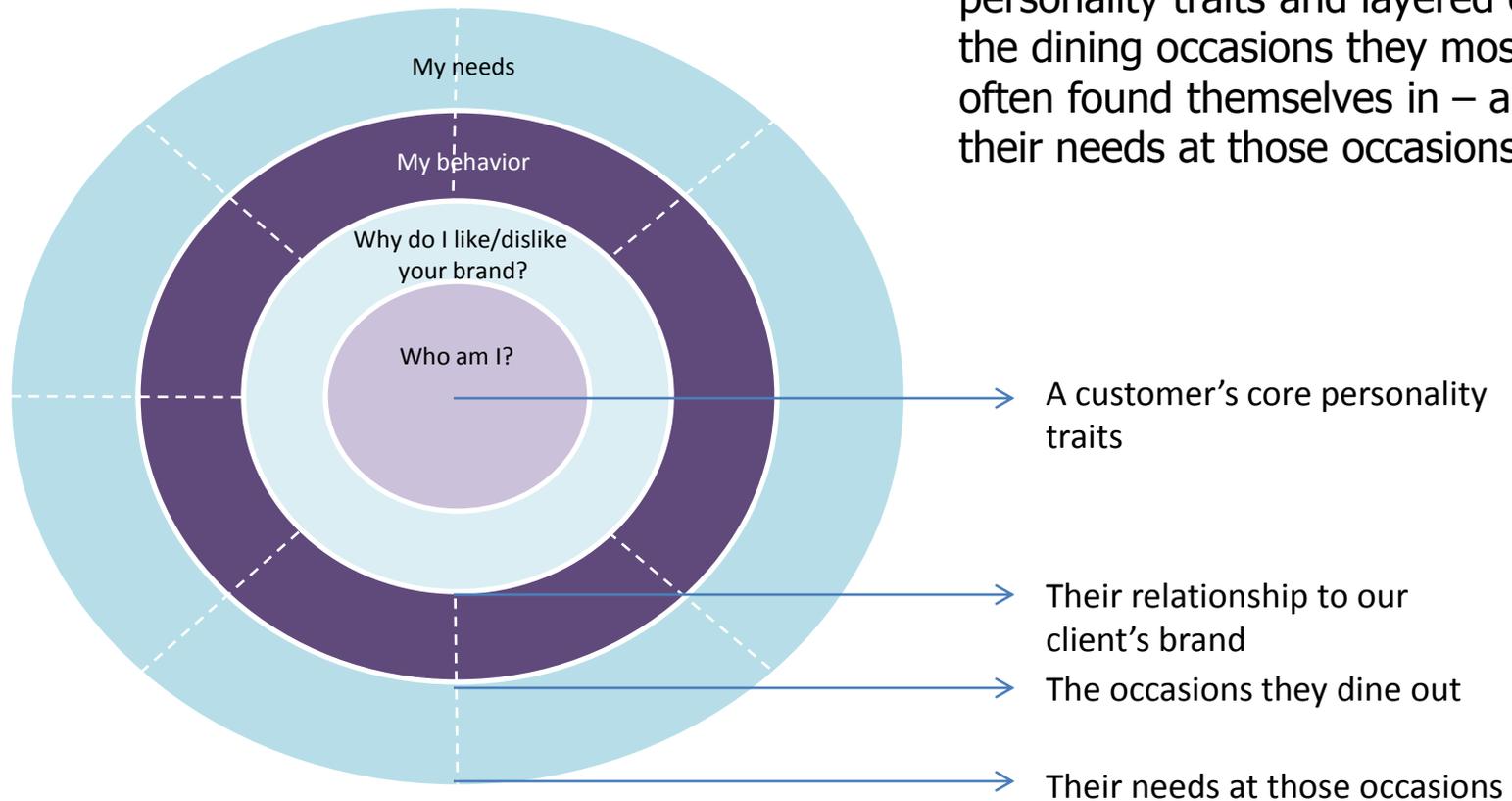
In reality, the groups overlapped considerably, with different customers expressing different 'personalities' at different occasions.

The picture was more like this →

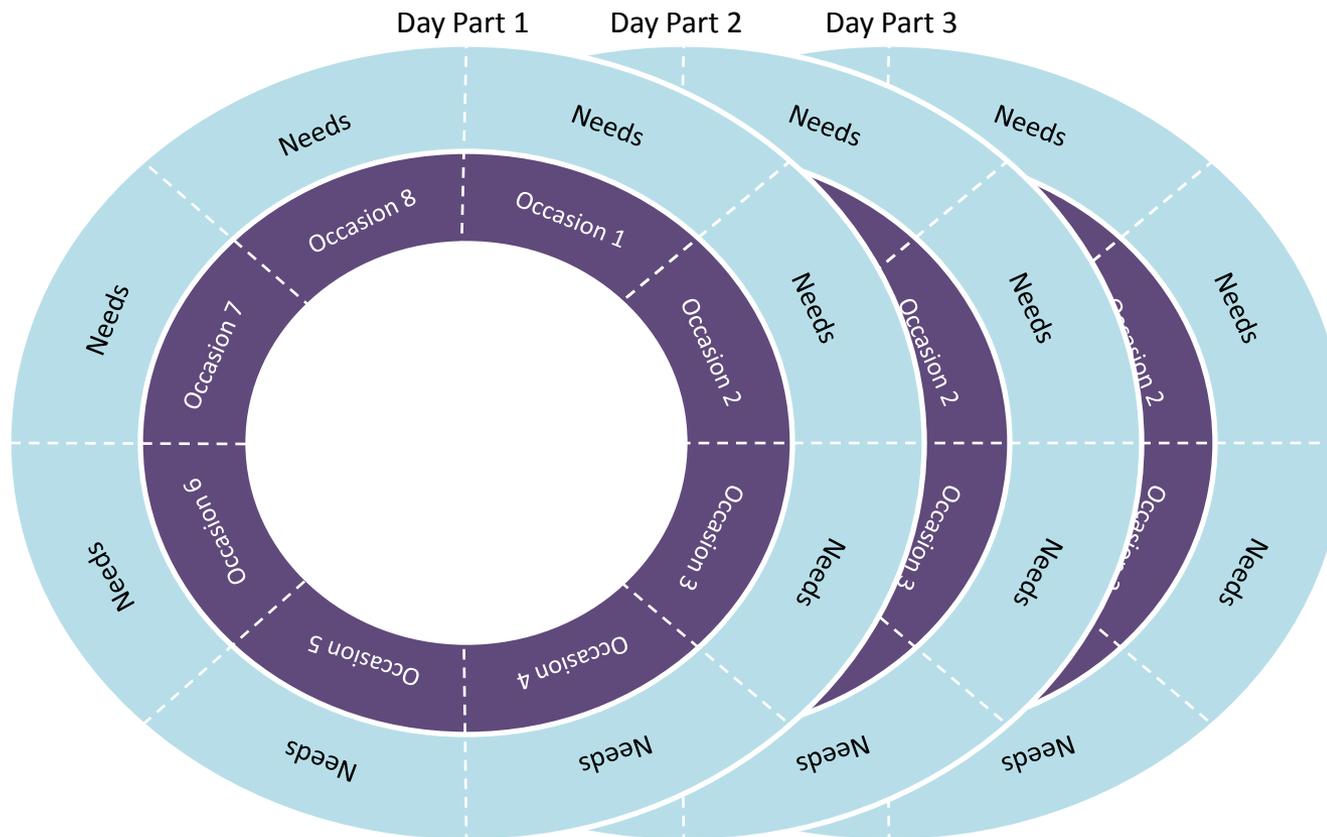


Taking a Needs Based Approach

We looked at each individual's core personality traits and layered over the dining occasions they most often found themselves in – and their needs at those occasions.

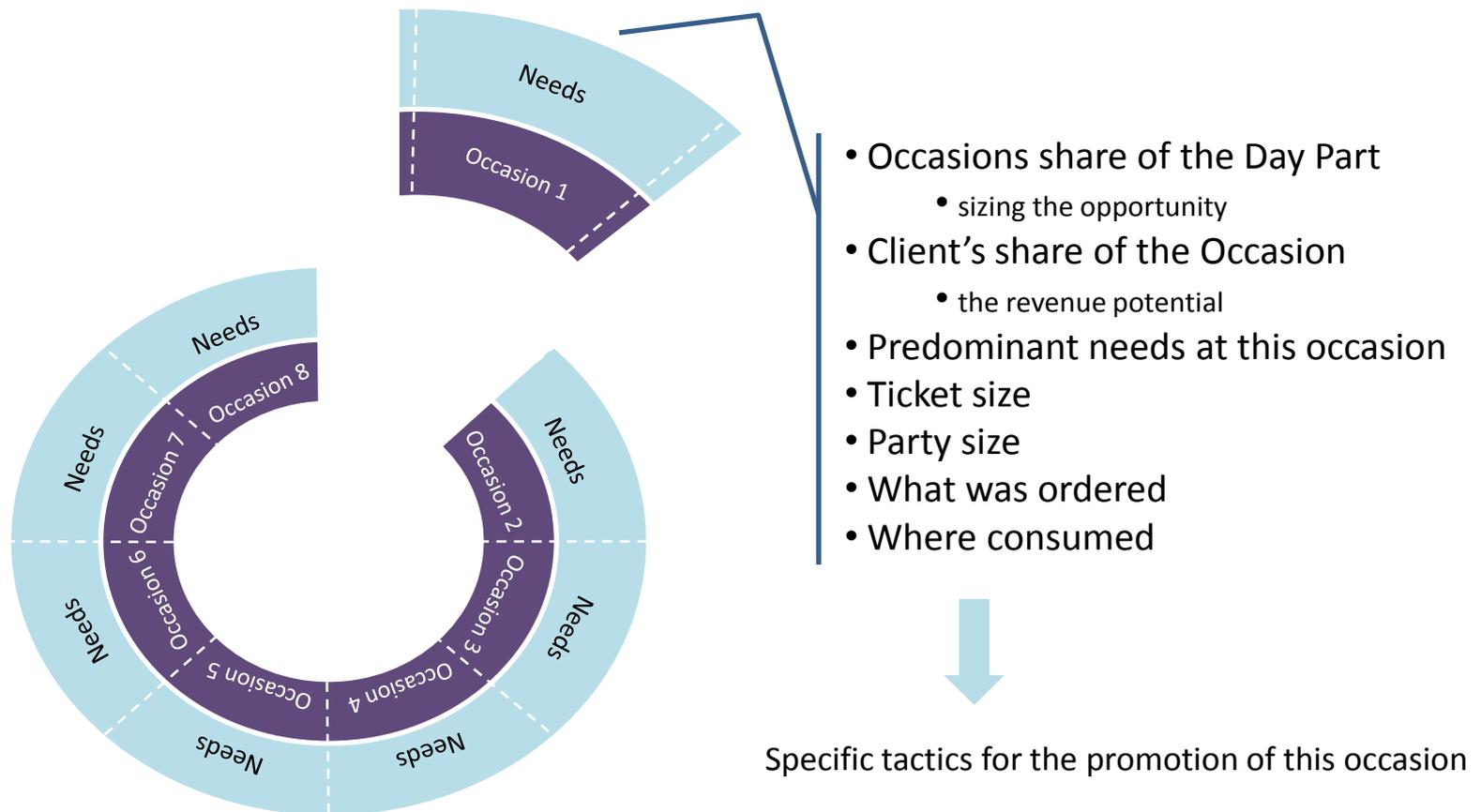


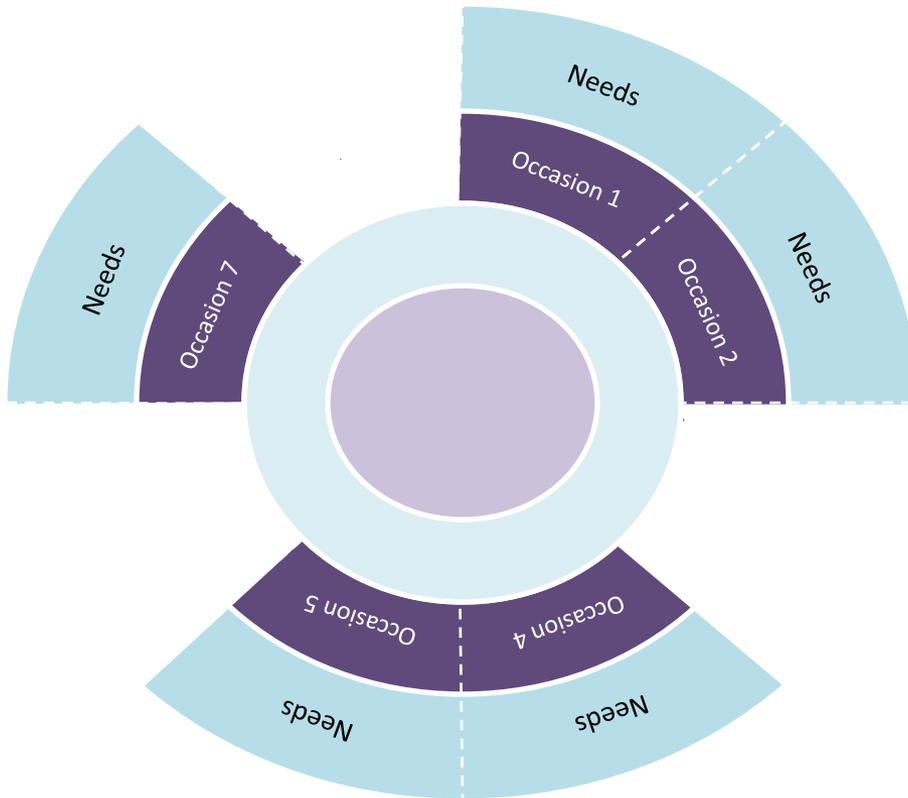
We discovered 31 distinct occasions based around three day-parts.



Taking a Needs Based Approach

We did a deep dive into each occasion and discovered the drivers of restaurant selection, the predominant needs, and brainstormed both strategic and tactical ways to exploit them.





After evaluating all the occasions and needs at each occasion, we helped our client select those occasions with both the highest revenue potential and the best fit with their core audience and brand promise.

These occasions and associated needs became the essence of their new customer strategy moving forward.



- A greatly increased level of insight into how customers actually make decisions in the market
- New Marketing tactics based on highly targeted media that exploits key decision making criteria
- A new focus on in-store strategy and staff training – guided by identifying key needs of customer groups.