

# Expert facilitated workshops for a Bruneian telco

## 1. Situation & Challenges

The client did not uniformly segment its customer base. Each business unit conducted its own segmentation exercise based on data availability. Partly as a consequence of this, the operator's brand image was at an all-time low and churn was increasing. We were invited by the client to conduct a workshop for senior management and BU heads to emphasise the need for and value of proper segmentation.

## 2. Our Approach

We took a practical approach in demonstrating that, conducted properly, segmentation would lead to long-term monetary benefits. As part of this, we clarified the internal myths about segmentation, by focusing on definitions and examples. We also designed and conducted interactive exercises with real data that demonstrated the uses and benefits of segmentation.

## 3. Results

Mid-level and senior managers communicated to us that they clearly understood the purposes of proper segmentation. As a result of this, various initiatives were created to put in place a proper framework, and an organisation-wide segmentation approach is set to begin operation in 2006.