

### Understand the strategic, tactical & cultural context of your business

Start from inside your company to see where the differences begin. A segmentation model should be shaped by your company's direction and relevant cultural factors, and the intended uses of the insight.

Only 30% of companies have segmentation models distinct from their competitors'.

### Begin your journey

To differentiate your brand based on experience, your whole organization needs a common, actionable view of your customers.

18% of executives report they are not aware of any segmentation model in use at their company.

# Rethinking 'the Customer' in the age of #CX

A roadmap to creating a strategically actionable customer segmentation model

### Understand customer motivations, goals, preferences & behaviors

Go onsite to get insight. Gather qualitative input from customers—former, existing and prospective—to better understand the range of motivations and perspectives.

Most companies segment only on readily measured factors like size, spend, channel and product choice—factors better suited to a product-centric strategy than a customer-centric one.

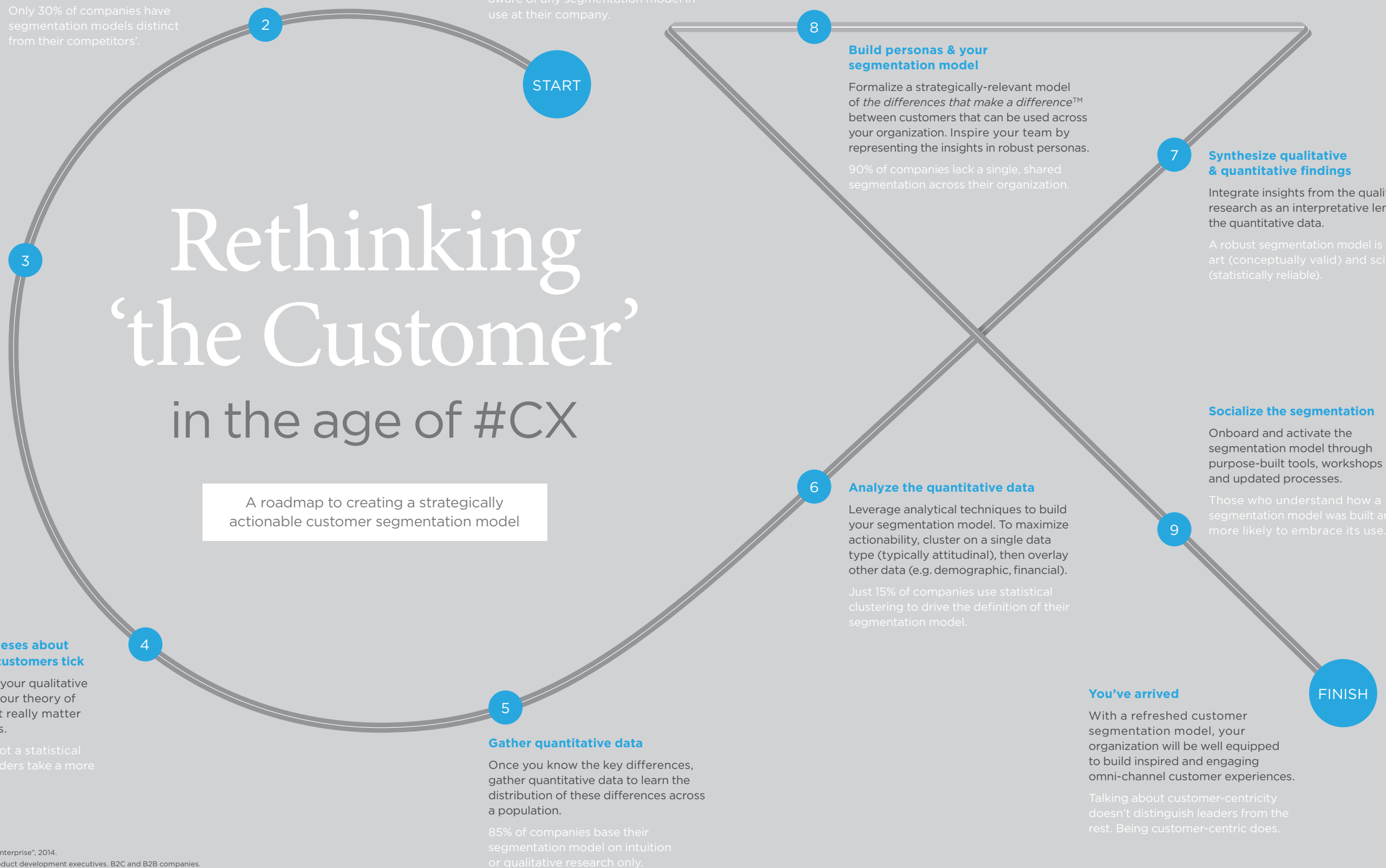
### Formulate hypotheses about what makes your customers tick

Using insights from your qualitative research, develop your theory of the differences that really matter between customers.

"The Customer" is not a statistical average. Market leaders take a more nuanced view.

Source: Quarry, "The State of Segmentation in North American Enterprise", 2014.  
Sample: \$100MM to \$10BB in sales. 200 sales, marketing and product development executives. B2C and B2B companies.

Download this roadmap at: [quarry.com/segmentationforCX](http://quarry.com/segmentationforCX)



In the age of customer experience (CX), companies must deeply understand their customers—better than anyone else does—and share a common view of those customers across the organization. But, our research found that the majority of companies have a long way to go. Here's a roadmap that shows the path to building a customer segmentation model that fuels effective CX design and delivery.

Quarry transforms brands for complex businesses.  
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