

# CUSTOMER SEGMENTATION BASED ON VALUE DRIVERS

## The Client Challenge

A global leader in pharma and devices was looking to put in place a meaningful actionable customer segmentation based on value drivers for its universe of more than 130 000 B2B customers.

## The GemSeek Approach

GemSeek conducted the full scope of unlocking, data cleansing and processing, data management & warehousing as well as data analytics and insights generation.

GemSeek constructed a predictive data analytics model, based on big data and messy small data inputs from CRM & installed base DBs, customer research, hospital demographics, secondary research, etc.

## The Deliverables

We constructed market-level dashboards for each of the 17 markets, allowing the client's sales and marketing teams to look-up individual customer specifics as preparation for sales visits or as part of consultative selling, as well as dashboard overview screens for management and strategic planning.

