

# Hospital Segmentation success story

## THE CHALLENGE

Our client, a global leader in hospital equipment, was dissatisfied with its presence in the MENA region. One of the potential culprits for this unsatisfactory performance was the lack of customer intelligence and hospital segmentation to prioritize sales efforts.

## OUR SOLUTION

The GemSeek team designed a new approach to the transactional and competitive NPS measurement and helped improve the design of the surveys. By combining the transactional and competitive data in one coherent analysis, we were able to identify gaps and opportunities and help our client prioritize investments and actions. Leveraging the data collected and augmenting it with demographic, internal and 3rd party data, we designed a rule-based data-driven customer segmentation covering the more than 1300 hospitals in the MENA region, incl. 300+ hospitals and clinics in Dubai.

## THE RESULTS

Due to the implementation of our solutions, the company was able to increase revenue and performance with key clients. They were able to prioritize customers and expand their direct offering model to have a better control over the customer journey.

