Customer Segmentation Model

Develop a focused approach to gain new clients and make your business market resilient

Does your manufacturing company fall into the category of “relying on only a few customers for the majority of your business”? If so, that can be concerning.

Through a systematic approach, GaMEP will help you analyze your current customers, identify trends within your top two tiers of clients, and identify opportunities to grow your business so that you are less reliant on a handful of customers and are more market resilient.

GaMEP will meet with your team for a half-day to:
- Use an A-B-C model to develop your company’s three tiers of customers
- Identify important attributes of your top customers
- Set up a shell of a customer segmentation model

*Each company is responsible for filling in the data after the meeting*

Once the model is complete, GaMEP will analyze the data and return for a full-day session to:
- Build out a strategic marketing plan that includes: identified trends, goals, tactics, and a plan to track and measure results

By implementing GaMEP’s Customer Segmentation Model and Targeted Marketing Plan, you will:

- Understand your top customers
- Use data, trends, and a targeted approach to grow your business
- Establish long-term viability

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"This information was incredibly eye-opening. After I defined what was important to me I was surprised by two things: that I didn’t have as many “A” customers as I thought I did and that a few customers I would have thought were “B’s” were actually “A’s.” The reverse was also true – some customers that I thought were “A’s” were really “B’s”. I could have wasted a lot of time and effort working on the wrong things. This information is now allowing me to focus my sales efforts differently for the upcoming year.”

Our goals are simple and impactful:

- Understand the current state of your company.
- Learn about your future goals.
- Teach your team to utilize tools and strategies to meet the needs of your organization.
- Advance your company’s competitiveness and ensure a sustainable future for manufacturing in Georgia.

Each of our services resides in one of the following four key strategic solutions pillars within the GaMEP Organizational Excellence framework:

- Business Health
- Organizational Alignment
- Leadership Development
- Forward Thinking

The pillars are interconnected to maximize effectiveness. If you have multiple areas to address, request an Organizational Excellence assessment.

Each year, GaMEP works with more than 1,000 manufacturers to implement on-site projects, conduct training, and connect manufacturers to Georgia Tech resources and our partners throughout the state. We do this through:

- Federal and state funds that help offset the cost to Georgia manufacturers, making your investment more powerful.
- Access to locally based project managers that have years of experience developing and implementing best practices for manufacturers.
- Immediate and long-term solutions that increase top-line growth and reduce bottom-line costs throughout your organization.

Service areas include: process improvement, quality, robotics, business strategy, technology integration, ISO management systems, energy, sustainability, safety integration, and more.

See what all the “Buzz” is about.

Connect with GaMEP

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