



# LUMERIC™ Project Summary

**Project Type:**

Strategy Review

**Sector:** Cleantech / B2B services

**Company Size:** \$200m

**Company Position:**

Market leader

**Client Level:**

President / VP, Marketing

**The Critical Decision:**

Would shifting to a needs-based customer segmentation strategy approach significantly increase market share for a global B2B provider of environmental services?

**The Answer:**

Yes. Market offers introduced at the segment level would substantially differentiate the company from the competition leading to measurable gains in market share.

**The Discussion:**

Through acquisition the client had created the largest, international business platform in a highly fragmented industry but was not benefiting from its scale. The client hypothesized that segmenting the market based on customer needs and introducing offers designed to target prospects in the most attractive segments would help them capture the benefits they desired from their scale.

To test this theory, Lumeric conducted a customer research program which included online focus groups, an online survey and qualitative phone interviews. The analysis of this research identified several needs-based segments, ranked them by attractiveness and designed market offers customized to address the unmet needs of customers in the most attractive segments which should lead to a substantial capture of market share by the client. 