

Does It Make Sense to Do a Segmentation Exercise Now?

Take the following quiz. Circle your responses, then add up your points to see where you fall on the scale at the bottom of the page.

	DISAGREE	UNSURE	AGREE
We're facing serious business challenges that could be addressed through a better understanding of existing customers	0 points	1 point	2 points
We believe there are a significant number of potential customers to serve	0 points	1 point	2 points
Currently, we don't have a strong understanding of our customers or their needs	0 points	1 point	2 points
Management fully supports a segmentation exercise	0 points	1 point	2 points
We're willing to commit a certain amount of resources to complete a segmentation exercise well	0 points	1 point	2 points
We're ready and capable of adapting product offerings and communications to different customer groups	0 points	1 point	2 points

Should we take on a customer segmentation now?

0-4 points

NOT REALLY.
Wait and revisit these questions in 6-12 months.

5-8 points

YES.
Consider a more informal process (see following page).

9-12 points

DEFINITELY.
Conduct a formal segmentation (see following page).