

CUSTOMER SEGMENT PROFILE BUILDER



Map who your customers really are, not just demographically, but behaviourally and emotionally.

SEGMENT NAME:

PART 1 - WHO THEY ARE:

HINT:
What role do they play? What's their life stage?
What's their primary goal when engaging with us?
How did they find us? How does they prefer to communicate?

PART 2 - WHAT DRIVES THEM:

DIMENSION	*SCORE (1-5)	WHAT THIS MEANS IN PRACTICE
PRICE SENSITIVITY	<input type="text"/>	<input type="text"/>
SERVICE EXPECTATIONS	<input type="text"/>	<input type="text"/>
URGENCY OF NEED	<input type="text"/>	<input type="text"/>
LOYALTY PROPENSITY	<input type="text"/>	<input type="text"/>
REFERRAL LIKELIHOOD	<input type="text"/>	<input type="text"/>
RISK AVERSION	<input type="text"/>	<input type="text"/>
DIGITAL CONFIDENCE	<input type="text"/>	<input type="text"/>

*1 = Very Low · 5 = Very High

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PART 3 - WHAT THEY NEED FROM US

FUNCTIONALITY
(what they need us to do):

EMOTIONALLY
(how they need to feel):

WHAT WOULD MAKE THEM LEAVE:

WHAT WOULD MAKE THEM RECOMMEND US?

PART 4 – ONE LINE SEGMENT TRUTH

If this customer could only tell us one thing, it would be: