

Mining Your Customers™

Are you finding it difficult to acquire profitable new customers? Are your marketing activities well targeted?

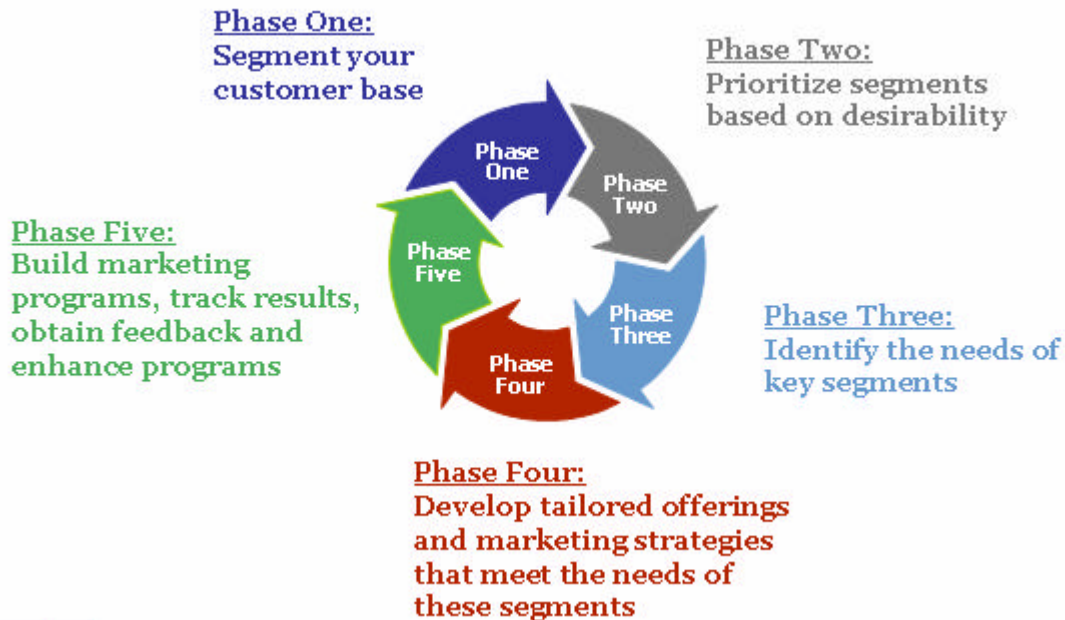
It's relatively easy to get customers. The difficulty is getting profitable ones in a cost effective manner. Do you target specific programs to specific segments of the market or your customer base? Are the activities integrated so they support each other?

How can Mining Your Customers™ help?

Mining your customer base is all about achieving your business objectives by uncovering opportunities among your current customers. These opportunities include: selling more products to them (new or existing); increasing prices or reducing costs associated with sales, service and/or support.

The ultimate goal is to increase shareholder value in your company by leveraging this valuable asset. Different segments could drive different objectives (e.g. improved profitability, business growth, market positioning)

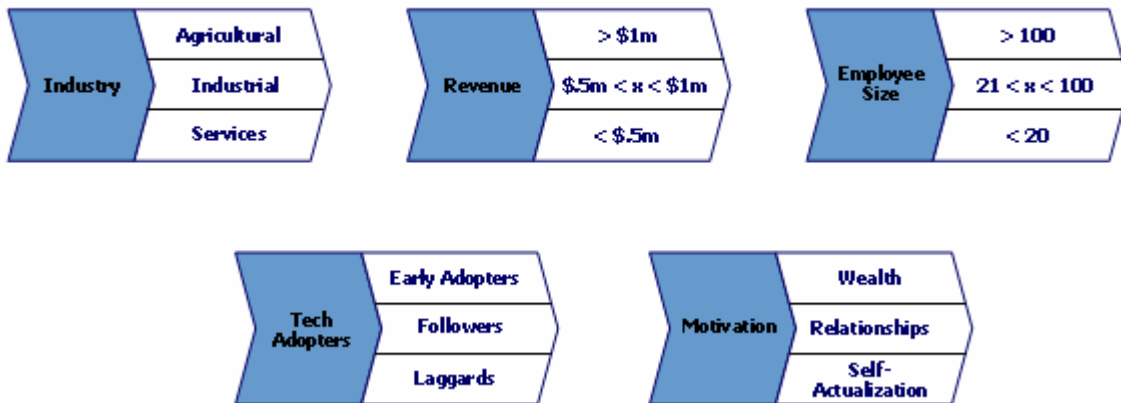
Our five phase approach to Mining Your Customers™



Our five phase approach puts the focus on your valued customers. It helps you establish retention and loyalty programs that reward them for staying with you.

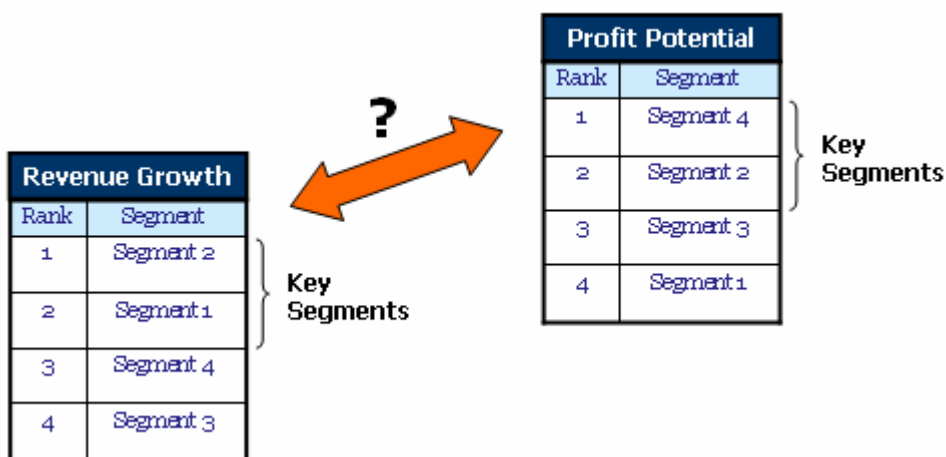
These customers make up the foundation of your business and they represent a significant untapped opportunity for revenue and profit growth.

Phase One: Segment your customer base



In Phase One you take the first step in mining your customers by segmenting your customer base. Segmenting will allow you to better target your marketing, sales and product/services. The goal is to group customers together based on similar needs/preferences. Marketing, sales and accounting data can be analyzed to formulate your segmentation schemes.

Phase Two: Prioritize segments based on desirability



In Phase Two, once you have grouped your customers into actionable segments, you then prioritize them based on attractiveness. Attractiveness should be determined based on how well marketing to these segments will allow you to reach your business goals.

Phase Three: Identify the needs of key segments

With your customer base now narrowed down to a handful of key segments, you can begin profiling these segments. Use quantitative or qualitative research to fully understand the segments' needs with regard to your products/services and the way in which they prefer to be marketed to, sold and serviced.

The analysis here is critical to helping you develop effective marketing initiatives to uncovering new opportunities within your customer base.

Phase Four: Develop tailored offerings and marketing strategies for each segment

Once your key segments have been profiled, you can begin to develop specific marketing strategies for each. The strategies will answer the following questions and lay out a roadmap for marketing to the segments:

- What should you sell them? (products, services)
- How should you price it? (pricing programs, fees)
- How should you market it? (marketing messages, promotions and offers, marketing vehicles)
- How should you sell it? (sales and distribution channels)

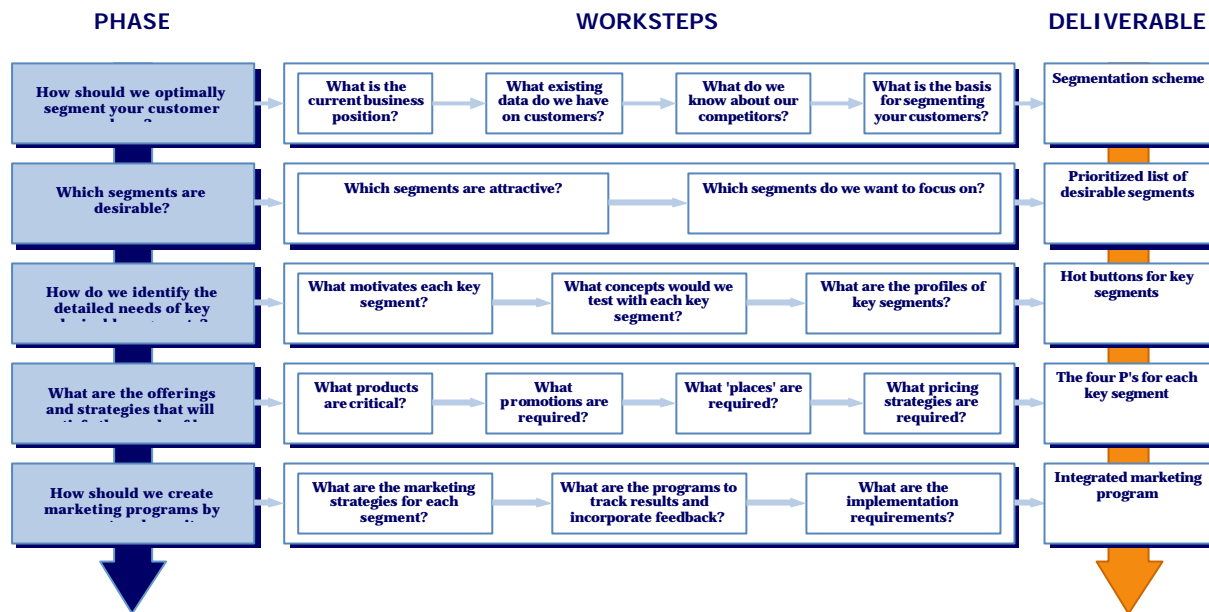
Phase Five: Build marketing programs; implement and monitor

When marketing strategies have been crafted for your key segments, you can develop comprehensive marketing programs around them. These programs will outline specific marketing and sales initiatives as well as the goals and resources used to guide and implement them.

The Key here is to establish tracking and monitoring processes before rolling out the programs. Obtaining feedback on the programs will allow you to modify them and improve their effectiveness.

Our comprehensive workplan

Here is the overall workplan and approach for a consulting engagement like this.



Our firm

ROCG is an international consultancy with offices in USA, Canada, United Kingdom, Ireland, Australia and New Zealand. Our emphasis is on bringing growth and success to Privately Owned Growth Enterprises.

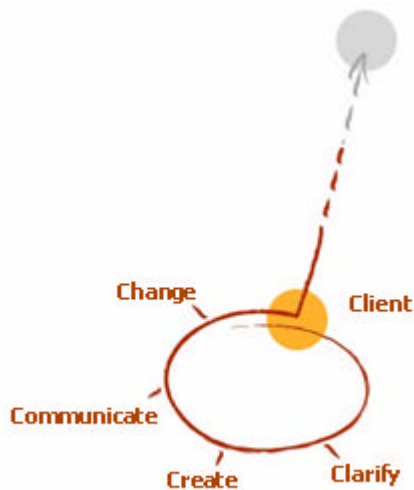
No other consultancy in the world is focused on providing solutions to this critical segment – your segment, of the business market.

Global reach, local delivery

The international presence of ROCG gives us a breadth and depth of knowledge and experience to bring to every engagement. Through this network of over 150 qualified consultants, we can draw on the knowledge of experts around the world who have experience in the type of work you are considering today.

Based on our experience, no business problem is unique – it has been solved somewhere before. And we can bring that experience to you to ensure we provide you with the right solution to satisfy your specific situation.

Our consulting philosophy



Our goal is to help **clients** achieve superior performance and build sustainable value for their business. This approach involves:

- Bringing **clarity** and insight to current business issues
- **Creating** solutions that deliver actionable outcomes
- **Communicating** throughout the process to ensure stakeholder involvement
- Supporting your organization through the **changes** required for success.

We have a range of proprietary consulting products and processes that we use at each stage of the consulting cycle to ensure that we deliver the right solutions for your enterprise.

Why you need to do this

Profitability of Current Customers	Profitable	1 Manage	2 Reward and Invest
	Unprofitable	4 Fire	3 Discipline
		Unprofitable	Profitable
		Profitability of Future Customers	

Segmentation and mining your customer base can help every business. It will help your business to:

- Retain profitable customers
- Uncover new revenue opportunities among existing customers
- Maximize the lifetime value of customers
- Improve the effectiveness and efficiency of selling and servicing customers

Retaining profitable customers is critical to a business' success. These customers make up the foundation of your business. And, they represent a significant untapped opportunity for revenue and profit growth.

We hope you will decide to pursue this critical activity. We have extensive experience doing this type of work in your industry and can support you in making it a success.

For Further Information please contact:

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