



Shaping consumer segmentation for the digital age – video transcription

We partnered with Orange to help drive its strong customer experience strategy by enhancing its consumer segmentation model for the digital age.

The client

Orange is one of the largest operators of mobile and internet services in Europe and Africa and a global leader in corporate telecommunication services.

Situation

Richard Clarkson, Head of Segmentation Research, Orange:

“Our vision of Orange is to provide the best customer experience and connecting customers to what’s essential in their lives. Our customer segmentation was simply too old; it was five years old. It needed a change. It needed to be updated, particularly in the light of what’s happened over the last five years with smartphones and the changing competitive environment with over-the-top providers and also online low-cost providers. We asked GfK to help because of their industry understanding of technology, but also their expertise in segmentation and their understanding of advanced analytics and modelling.”

Approach

Richard Clarkson: “Our segmentation brief to GfK had some challenging parameters. Firstly, we needed a model that would work across our marketing activities and loyalty activities with customers, but at the same time helping inform our innovation department, our technocenter, on what customers might need in the next two to three years’ time.

Another key parameter was that we needed a model that would work on a country level in places like Romania and Poland, which are very different to Spain and France. We wanted to try to keep consistent with one model so we had one voice and one segmentation that everyone within the group could be talking about.”

Outcome

Raniv Dale, Head of UK Technology, GfK: “One of the really delightful aspects of the segmentation was how successfully it was embraced by the local markets. A key part of that was having our GfK expertise on the ground to support the delivery and make sure it was meaningful for the local businesses.”

Richard Clarkson: “Working with GfK has helped us embed the segmentation within the business, both at the group level, but also at a country level. And now we’re working with GfK to develop another segmentation for our EMEA region.”

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with



GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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