

### Why Andrew Reise Consulting?

Andrew Reise Consulting provides a multi-talented, expert team of senior business consultants who integrate into your company culture and become a strong extension of your leadership organization.

We specialize in customer facing strategies, operations, and technologies of large Fortune 500 corporations. We deliver strategy, leadership, innovative solutions, and tactical implementation on your most important and challenging business initiatives. Our industry experience includes leading telecommunications, financial services, equipment manufacturers, and media and entertainment companies.

#### Andrew Reise Consulting Process Focus on Results

Andrew Reise Consulting focuses on results throughout the consulting process. With our clients, we listen, integrate, plan, develop, and implement to achieve results for you, our client.

#### Andrew Reise Consulting Services Focus on The Client

We work collaboratively with our clients to help you create your vision, build your foundation, achieve your goals, support your growth, and connect with your customers. We offer integrated services which focus on achieving results for our clients: Strategy, Operations Architecture, Project Leadership, Business Enablement, and Customer Experience.

## Missing the Content/Application Balance

Segmentation is a core tool in Customer Acquisition but most companies use it poorly. Not understanding how to balance content and applicability has led to schemes that are badly linked to business objectives.

Content	High	Highly detailed but unused	Segmentation adopted by the business to both steer and evaluate the business
	Low	Irrelevant	
		Low	High

### Segmentation

#### Some Warning Signs:

- Your current scheme is too simple to be actionable or too complex to be measurable
- You are investing in marketing tools and campaigns, not in segments
- You are forced to choose between a simple segmentation for internal purposes or a complex segmentation for external variety
- You use more than one segmentation model
- You have not spotted the segments you have a natural advantage with vs. a temporary lead in and why
- You have not linked your channels with your segments
- Your supply chain is unaffected by your segmentation
- Your segmentation fits a successful advertising campaign but many of the resulting customers are still lost or unprofitable
- Your ability to predict marketing effectiveness is less than 70%

### Some Internal Reasons Why Many Companies Still Cannot Find the Best Process Balance

- The company's business is product driven, not customer driven
- Segments are based on simple demographics and usage expectations alone
- Segments are treated as static not dynamic
- The prospective and current customer experience is not being adapted to each segment
- Segmentation is not smartly linked, to your competitors' customers, to marketing analytics, to operations...

...if this sounds familiar, contact us at:  
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