ABeam Customer Focus

Customer Insight Marketing

"Customer Insight" - Based Transformation of Marketing Processes

Today, it’s hard to make successful sales of products / services in easy way; meanwhile, only few of them become a big seller. Under such a circumstance, service / products / campaign development capturing “Customer Insight (= hidden customer needs)” becomes greatly important.

ABeam Consulting offers “Customer Insight Marketing (CIM)”, which enables to support the customer insight-driven marketing based on a deep customer understanding and to transform necessary marketing processes.

Customer Insight Marketing (CIM) enables;
1) Form the deep understanding of Customer Insight which customers themselves do not even recognize
2) Plan & execute marketing strategic actions and transform marketing processes to achieve them
3) Verify the effectiveness of the actions and achieve continuous improvement of both the marketing plan and the marketing process

Deeper Customer Understanding (Psychographic Segmentation)

Customer Insight segmentation based on difference in psychographic tendency enables to form deeper understanding of customers.

Psychographic Segmentation can map with Demographic Variables such as age distribution. For example, it enables to estimate the ratio of each psychographic portion in the certain age group.

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Segment Profile

Values
- Confident to get over difficulties
- Proud
- Practical, positive
- Confident to convince
- Ambitious
- High leader intention
- Show real intention
- More sensitive
- Act
- Have high moral consciousness

Examples of products / services chosen from personal preference, values of products and services by each segmentation
- Cell phone
- Hair styling products
- Facial form
- Digital single-lens reflex camera
- Shampoo
- Conditioner
- Digital single-lens reflex camera
- Deodorant

Basic attributes
1. Sex/Age: Women 60s (15.6%) / Men 50s (12.3%) / Men 20s (11.5%)
2. Occupation: Housewife (22.1%) / Part-time job (13.9%) / Office worker (50.1%) / Office worker: non-Technology related (18.7%) / Office worker: Technology related (10.1%)
3. Household annual income: 3-4 JPY (15.5%) / 1-2 JPY (18.9%) / 0-1 JPY (18.0%)
Plan & Execute Marketing Strategic Actions and Transform Processes to Achieve Them

CIM enables to analyze customer needs by classified segments and plan & execute marketing strategic actions for those segments respectively. Additionally, it transforms necessary marketing processes.

Verify Effectiveness of the Actions and Achieve Continuous Improvement

Based on ABeam’s accumulated experience of marketing processes, “KPI dictionary” is prepared to calculate marketing ROI. Given the results of the calculation, it can continuously improve not only campaign planning and management but also entire marketing process of the clients.

CIM Approach

Applying CIM solution to a client’s marketing activity, for example, enable to develop services / products or plan marketing campaign. In parallel, it can restructure or reorganize the entire marketing process based on given “Customer Insight”. 