

05. Market Segmentation

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From Prospect to Sales



Click [on this link](#) for the full training material (PowerPoint)

Added Value

Market segmentation is one of the functionalities of the CRM that allows:

1. To **map our sales** according to the end use our customers make with our products
2. To maintain the segmentation at Corporate level and at GBU level **up to date and consistent** with the evolution of our business

With our key markets defined, the purpose of Market Segmentation is to further **harmonize segments at GBU level** and evaluate and define our applications and customer end use to provide **operational intelligence** that supports decision-making.

With such a structured segmentation in place, we can:

- Analyze market segment sizes at GBU and Group level
- Develop Global Customer or Market Profiles based on different criteria
- Identify target markets and end uses and develop a marketing mix that will appeal to our customers and reveal transversal opportunities.



The Corporate market segmentation with the 3 levels is available [via this link](#).

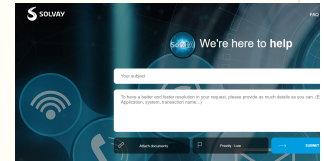
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Need Help?

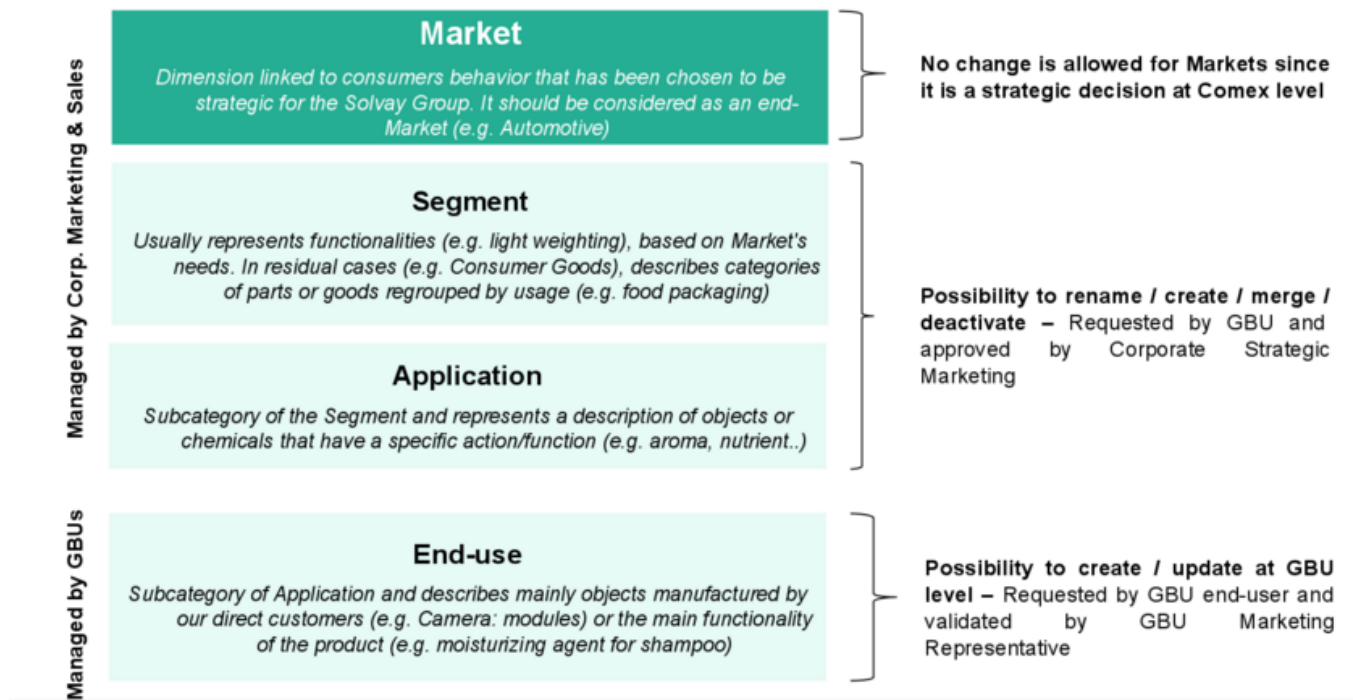
To request any support or if you have identified a bug or incident, please create a Freshdesk ticket using Solvia platform : <https://solvia.solvay.com/>



you can copy users with email address, default priority is Low, then Submit. We advise you to put keywords in subject to ease dispatching to correct Agent : CRM - Complaint for example

What you need to know to start...

A global exercise started in 2014 with the involvement of all the GBU's to **co-construct 3 common levels of Segmentation** (Market, Segment, Application) that represent the whole commercial offer of the Group. The Corporate Strategic Marketing is owner of those levels while each GBU remains owner of the last level of the Segmentation (End-use).



In the CRM you will find the following markets:

1. **Automotive**
2. **Aerospace**
3. **Advanced Transportation**
4. **Electrical & Electronics**
5. **Agriculture**
6. **Feed Industry**
7. **Food Industry**
8. **Consumer Goods**
9. **Healthcare**
10. **Building & Construction**
11. **Oil & Gas**
12. **Energy Solutions**
13. **Environment**
14. **Mining**
15. **Industrial Applications**

If you are currently using a specific market segmentation, your end-uses have been mapped to the Corporate Segmentation. For more info, contact your CRM Champion or see via the link above.