

Customer Segmentation

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Business Term Status

The Business Term status is **Data Governance Committee Approval Pending**.

Business Term Definition

Customer segmentation is the process of dividing Solvay customer base into distinct groups to tailor marketing, sales, and service efforts to meet the specific needs and preferences of each segment, maximizing customer satisfaction and business profitability. The Customer Segments are Key, Critical and Standard Accounts.

Roles

Data Owner
The content of this macro can only be viewed by users who have logged in.

Data Steward
The content of this macro can only be viewed by users who have logged in.

Data Sources, Type and Classification

Data Source
SAP

Data Type
Master Data

Data Classification
Internal Data