

Defining Customer Experiences by Segment to Identify Customized Areas of Opportunity

The Challenge

This organization partners with restaurants, healthcare facilities, educational services, and other industries throughout the Southwest to provide goods and services that help its clients meet their customers' needs efficiently.

Over the years the organization had developed a diverse suite of tools and solutions but they lacked a clear understanding of what offerings drive tangible outcomes for their customers.

Tallwave needed to better understand the unique needs and pain points of each customer segment against the current client offerings. These findings illuminated existing and net new opportunities as well as how to communicate these benefits to each unique customer of theirs.

The Approach

- Conduct qualitative and quantitative research with decision makers and critical actors along the journey
- Interview and shadow restaurant owners and sales managers
- Shadow delivery drivers and warehouse employees
- Survey various audience segments
- Analyze sales and CMR data to identify behavior patterns, motivations, and priorities
- Identify critical moment breakdowns as it applies to each persona group
- Define scalable personalized programs to create a unique onboarding and fulfillment experience

The Results



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identified categories of opportunity that impact one or more critical moments within the customer journey



\$177K

zeroed in on revenue opportunities within the Passive NPS category. Focusing on this segment could generate \$177K more per year