Customer Attuned

Customer Segmentation Canvas Flowchart

Does the customer have multiple products or services and have interest in buying more products?

Yes

No

Are there more products available that are totally relevant to the customer?

No

Is the customer well engaged with your different types of contact and a fan of your business?

Yes

No

Yes

Segment 1

Segment 2

Is there lots of opportunity and appetite to grow the relationship, and is there a depth of relationship trust?

No

Is this a Medium or Large account?

Yes

Medium

Large

Segment 3

Segment 5

Is this a Medium or Large account?

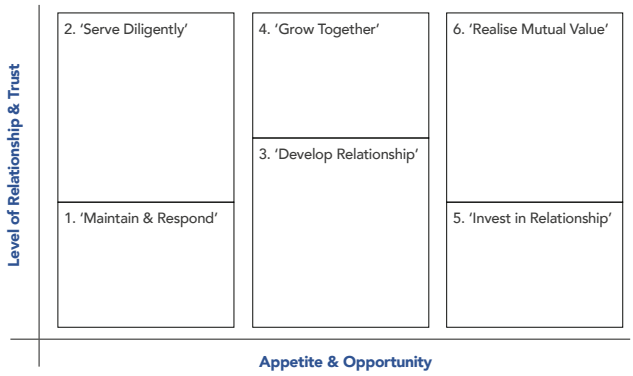
Medium

Large

Segment 4

Segment 6

Now plot your customers on the canvas:



This document supplements the Customer Segmentation Canvas: www.customersegmentationcanvas.com