REQUIREMENT ANALYSIS IN CUSTOMER SEGMENTATION (JIO-RELIANCE)

DEFINATION OF CUSTOMER SEGMENTATION: - Customer segmentation is the process of grouping customers into specific groups based on shared characteristics, behaviours or preferences. This process helps businesses create more effective sales and marketing strategies by allowing them to reach out to customers more directly.

BUSINESS OBJECTIVES OF CUSTOMER SEGMENTATION: -

* Churn reduction: Understand the actual customers requirements as per the Churn reduction is concern and address the exceptional service to minimise or eradicate the Churn.
* Customized pricing: Create customized pricing models for different segments of users.
* Service expansion: Identify unexplored market and penetrate the service.
* Aligning growth strategy with consumer needs: Develop strategies based on the changing needs of different customer segments.
* Enhanced customer experience and sales: pointing out the exact need of customer and provide utmost service experience by generating maximum sales.
* Improved customer relationships and brand loyalty: connecting with the customers at timely interval through different messages or social media to establish the brand loyalty.

Customer segmentation can be based on a variety of factors, such as usage patterns, spending, geographic, revenue, products, services, demographics, and behaviour etc.

STAKE HOLDERS: - They are the Client (company management personals anyone who is directly associated in the process), product manager, developers, testers etc. we have to make a link between the client and the developers to make process of understanding smooth and clear without any ambiguity.

FUNCTIONAL REQUIREMENT: -

Data Collection: - different modes of data collection is required.

Billing Interface: - collection of customers billing data are very crucial in understanding the customer purchasing behaviour.

Customer Profile: - fetch customers profile from different survey, interview, and other question answer methodology.

Digital media: - we can get large chunk of customers data from different digital platform

Data integration: - alignment of raw data into a structural form.

SEGMENTATION CRITERIA: -

Demographic: -customer data as per age, sex, income, education etc in different segment.

Usage: - customers data as per the usage patterns (Calls, internet, messages etc) in different segment.

Geographic: - customers data per the culture and customs in different geographic areas.

Revenue: - customer data as per the volume of revenue flow.

Customer loyalty: - customer data as per the loyalty and endurance.

Promotional schemes: customer data as per the new updated promotional schemes.

NON-FUNCTIONAL REQUIREMENTS: - It deals with the non-functional attributes of the service like performance, reliability, scalability, security, compliance, availability, integrity, legal and regulatory requirements etc. Customer segmentation base on above attributes varies and based on that data integration is indispensable.

Data Requirements and Documentation: - Based on the function and non-functional requirements all data are collected as different data types and sources. All required data are documented and share to the client for the validation and verification for the real time understanding as per the guidelines.

Tools and Analysis: - All data are measured in different analytical tools (Power BI, Tablu ect) and presented to the Clients for the real time understanding.

Prioritisation and Negotiation: - Prioritisation and Negotiation are to be done based with clients on the critical requirements, resources and their feasibility.

Risk Management:- it is important to mitigate threat to the company business. Some common risks are like cyber-attack, regulatory changes, natural disaster, competitor, data protection, governance etc.

Communication and Collaboration:- Effective communication with the stakeholders and tech team helps to develop shared vision of the project.

Traceability and Impact Analysis: - This establishes the link between all requirements and various artifacts that improves quality and efficacy of the service.

Implementation and Testing: - This is done by the Tech team with different code, design and components that ensures the specific need and function is intended.

Validation and Acceptance: - After the Development and the testing the client will validate and send affirmative notes to the stakeholders to perform and proceed the end product.

Success Criteria: -

Some success criteria’s as

Churn Reduction: - the objective is to retain the customer and reduce the churn rate that leads to gain the market share.

Maximisation of the Average Revenue :- This matrix leads to the incrementation of the Average Revenue over all time.

Subscribers Growth: - It is another key indicator to analyse the market growth.

Data analyse :- this can provide the insight about customers feelings and behaviours.

Other Aspects:- 5G testing, Fraud Detection, and AI are commonly used success criteria in telecommunication companies.

Conclusion: - at timely interval the segmentation will be monitored and rectification, upgradation will be the best scenario to extended life in the market.