



[About Us](#)

[Services](#)

[Team](#)

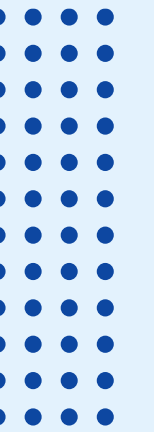
[Testimonials](#)

[Contact](#)



# Customer Segmentation

R E M A P S



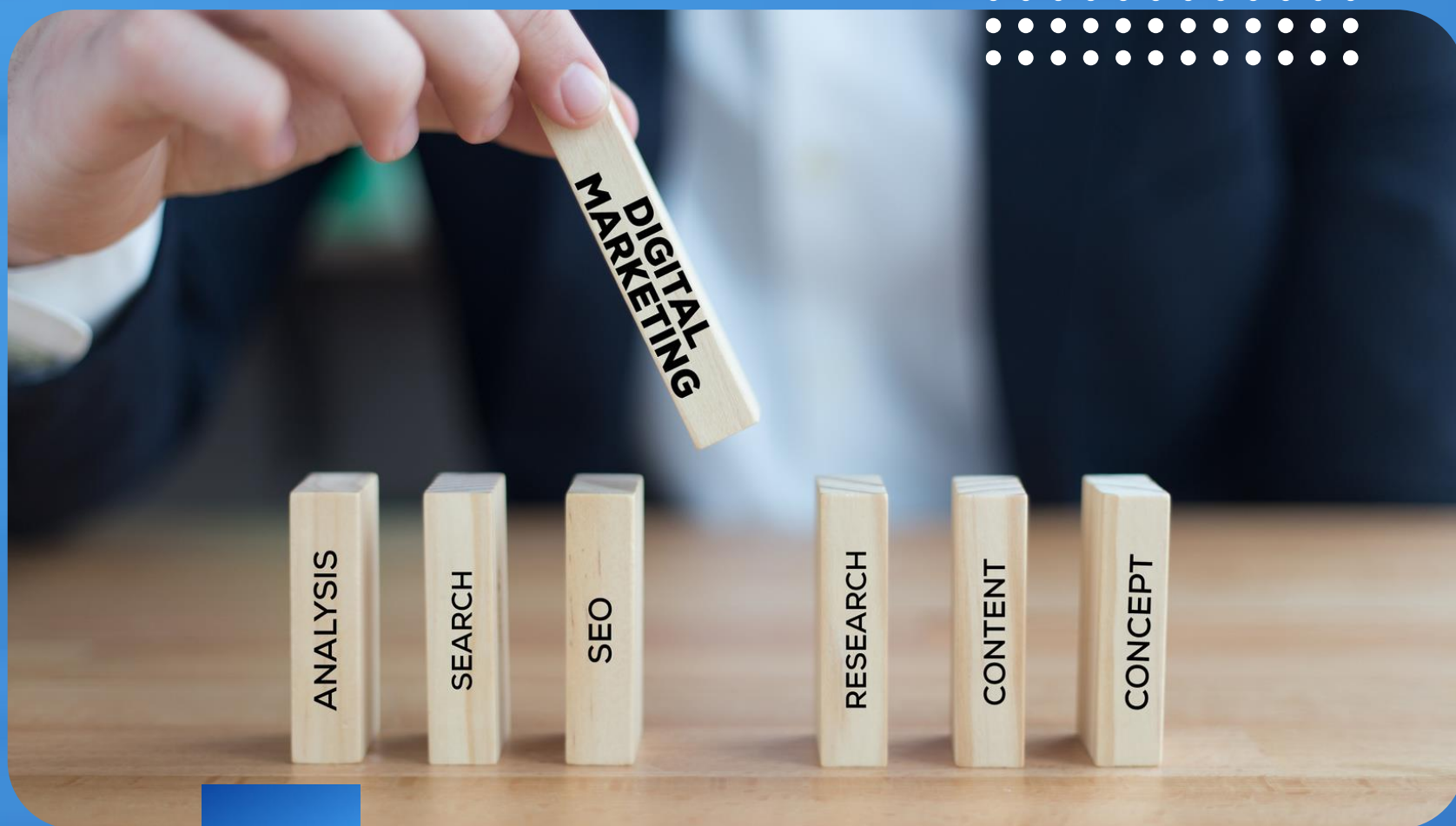


## Purpose of customer segmentation

According to the Pareto principle, 20% of customer will bring in 80% of sales. Therefore, businesses need to identify the most important customers for special care

[Read More](#)



[About Us](#)[Services](#)[Team](#)[Testimonials](#)[Contact](#)

# What is RFM?

RFM is a typical method for analyzing customer value, often used in database marketing (relying on customer data to market products).



[About Us](#)[Services](#)[Team](#)[Testimonials](#)[Contact](#)

## Transform the model to suit the company's service

**R Recency (R):** number of days since last access

**F Frequency (F):** total number of months extended

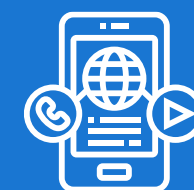
**D Day (D):** number of days access in a year

[About Us](#)[Services](#)[Team](#)[Testimonials](#)[Contact](#)

# INTERVAL DIVISION METHOD

## Interquartile range

- 1: min (0%) -> lower quartile (25%)
- 2: lower quartile (25%) -> median (50%)
- 3: median (50%) -> upper quartile (75%)
- 4: upper quartile (75%) -> max (100%)





[About Us](#)[Services](#)[Team](#)[Testimonials](#)[Contact](#)

# SCALE OF MODEL

## Recency (R)

- 0 - 27 days (0 - 25%): 4
- 28 - 100 days (25% - 50%): 3
- 101 - 255 days (50%-75%): 2
- > 256 days : 1

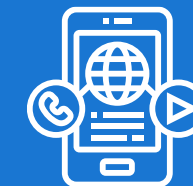


[About Us](#)[Services](#)[Team](#)[Testimonials](#)[Contact](#)

# SCALE OF MODEL

## Frequency (F)

- > 1 year: 4
- 3 months - 1 year: 3
- 1 month - 3 months: 2
- < 1 month: 1







About Us

Services

Team

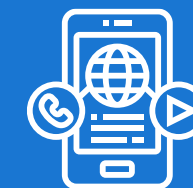
Testimonials

Contact

# SCALE OF MODEL

## Day (D)

- > 18 days: 4
- 8 - 17 days: 3
- 4 - 7 days: 2
- < 3 days: 1





Customer segmentation	Score	Description
Loyal	R: 3-4 F: 3-4 D: 3-4	Customers have extended and used it a lot and regularly
Potential Loyalist	R: 3-4 F: 1-2 D: 3-4	New customers but access a lot
Need Attention	F: 3-4 D: 1-2	Customers have extended many times but not access regularly
At Risk	R: 1-2 D: 3-4	Customers used it a long time ago but used service regularly
New Customer	R: 3 - 4 F: 1 - 2 D:1 - 2	New customers join recently
Lost Customer	R: 1-2 F: 1-2 D: 1-2	Customers who have not returned for a long time, the number of visits is also very low.

[About Us](#)[Services](#)[Team](#)[Testimonials](#)[Contact](#)

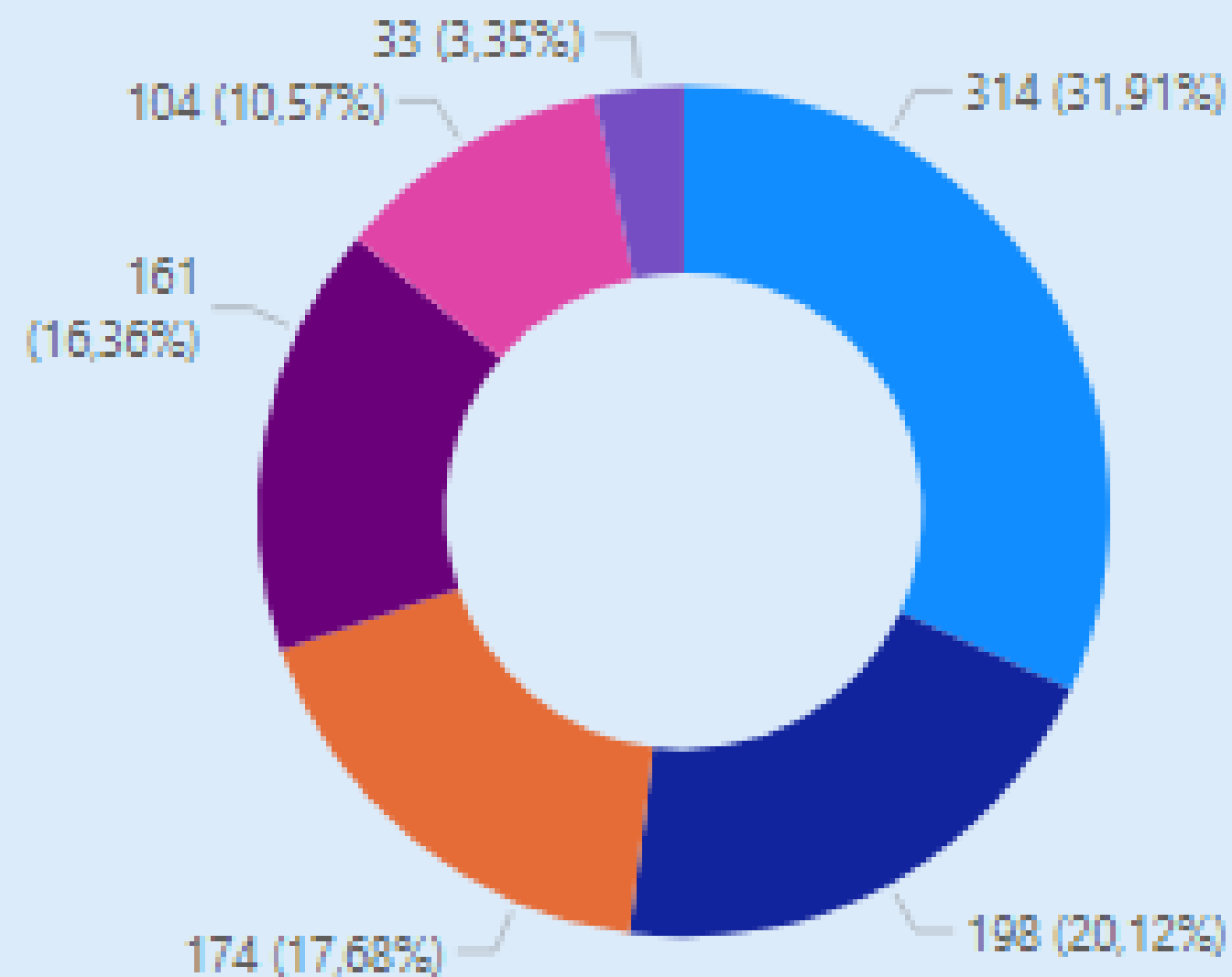
# KẾT QUẢ



## Số lượng khách hàng mỗi nhóm

### Nhóm

- Khách hàng bỏ lỡ
- Khách hàng tiềm năng
- Khách hàng mới
- Khách hàng cần tiếp cận
- Khách hàng trung thành
- Khách hàng cần quan t...





Customer segmentation	Customer Service
Loyal	Give many incentives to use new products and ask them for reviews => They will help promote the brand.
Potential Loyalist	<ul style="list-style-type: none"><li>- Provide collaborator packages and introduce other products.</li><li>- Create brand awareness, functionalities and offer free trials</li></ul>
Need Attention	Support, instructions on how to use functions, send personalized emails.
At Risk	(Possibly using a competitor's product) => win them back through sending personalized emails to reconnect, offer renewals, and offer helpful resources or newer products, Price incentives
New customer	Support introductions, instructions on how to use and start building relationships.
Lost customer	Restore interest with an outreach campaign, offering other related products and special discounts, reinvigorating the otherwise ignored brand.