



# Large Customer Segmentation & Engagement Strategies

6/7/2010

# Agenda

- » Segmentation: Challenges and approach
- » NSTAR Results & Insights
- » Go to Market Plan
- » “Medallion” Concept

# Segmentation

- » Segmentation allows customized design to customers with similar attributes
- » Although industry segmentation is typical, the size of a customer also dictates similarities
  - Opportunity
  - Resources
  - Sophistication
  - Structure

# Quartile Analysis

- » Breakdown of opportunity into four quartiles
- » Bottom quartile is straight forward:  
one customer = one account
- » Large accounts are more difficult
- » Legacy CIS systems are not very good at  
managing hierarchal relationships of accounts
- » Solution was to manually sort accounts

# Quartile Results

- » 1<sup>st</sup> quartile – 26 customers
- » 2<sup>nd</sup> quartile – 140 customers
- » 3<sup>rd</sup> quartile – 930 customers
- » 4<sup>th</sup> quartile – 74,798 customers

# Go to Market Strategy

- » 1<sup>st</sup> quartile – Corporate Engagement
- » 2<sup>nd</sup> quartile – Direct sales through AE's
- » 3<sup>rd</sup> quartile – Channel Partners
- » 4<sup>th</sup> quartile – Direct Install

# Medallion Concept

- » Customized portfolio focused on customer
- » Flexibility & transparency
- » Top down engagement by NSTAR and customer
  - Full buy in and support
  - Multi-year partnership
  - Formalized through an MOU