



# 'Digital Segmentation'



Helping AGL with its digital transformation



## THE ISSUE

A major energy retailer was looking to transform its business into a 'digital first' company.

To do this successfully, and to ensure all customer needs were met, a 'digital segmentation' was commissioned.



## WHAT WE DID

Using a series of in-depth individual immersion sessions, across residential and SME consumers, we explored attitudes, past experiences, and 'in the moment' digital behaviour through a series of scenarios across multiple categories, including energy.



## OUTCOME

The basis for a full quantitative segmentation, based on feelings about and use of service provider digital channels.

It was also clear that to be 'digital first', an education strategy was needed to encourage adoption by the less confident user, and avoid resistance or hostility.

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