

Customer strategy of bain and company

[Business](#), [Company](#)



Consumer Behavior Final Project Customer Strategy of Bain & Company

Submitted to: Ms. Tahira Hafeez Submitted by: Umar Afzal 2102071 Dated:

August 18th, 2011 Customer Strategy & Marketing Customers are the source of real growth. Bain combines in-depth customer insights with practical expertise in operations and economics to create sustainable, organic growth.

•What we do Applying an outside-in perspective and achieving growth are fundamental to our approach at Bain. Our customer-centric business builds a virtuous cycle we call the "customer wheel."

We at our stage of growth are developing custom solutions and collaborating with all levels of the organization. With our team of global experts, Bain creates depth of experience in the following areas:

- Customer insights and segmentation: We understand customer needs and behaviors using our BothBrain® approach and develop actionable segmentation from the resulting insights. We define the target customer or "sweet spot"—the area of distinct advantage over competitors—to inform business decisions and investment allocation.
- Product and category management: We break down barriers to innovation and improve ongoing customer-led product development so our value proposition is differentiated and meets customer needs.
- Pricing: We resolve the pricing paradox—pricing is almost always the #1 profit lever, yet it remains under-developed in most companies—by building long-term pricing capabilities and capitalizing on in-year-revenue opportunities.
- Sales and channel effectiveness: We identify quick, targeted, customized solutions as well as strategic and operational improvements to boost underperforming sales sectors.
- Marketing and brand strategy: We align marketing and brand strategy with overarching business objectives;

ensure marketing investments are generating highest returns and reinforcing the brand positioning; and build a loyal customer base through branding that cultivates a strong, trusted image.

- Customer experience: We work to develop a series of positive interactions with the customer to earn their advocacy and inform consistent delivery of experiences to drive top-line growth.
- Loyalty: We nurture promoters—loyal customers who are more profitable, and who are active proponents of our business in good times and bad.