

# EPISODE 8: MICRO-SEGMENTATION FOR THE AI-POWERED BUYER

## VIDEO TRANSCRIPT

- Hi in today's Going for Growth, we want to explore the intersection of data and customer engagement. Today, we're joined by Jackie Yeane, CMO of Tableau, and Louise Barrere, managing director and global lead for Accenture's Intelligent Revenue Growth. So businesses, of course, they want to anticipate better of their customer needs and provide the right offers in the right moments that matters. So we all know this is, you know, what we wanted to achieve, but some are still struggling with this. What role does data play, and how should businesses think about the relationship between data strategy and customer engagement? So maybe Jackie, we'll start with you.

- Sure, you know, I think there's a couple of important factors to consider here. We live in a world now, where people in businesses are having an increasingly difficult time making their purchase decisions based on product features. Competitors solutions, all kind of seem close enough. And we need to remember that B2B buyers are humans too, and more and more of their choices are largely made on trust and relevancy. It's my belief that organizations have to stand for something far more than the product that they offer the market. So instead of focusing primarily on needs and opportunities and that standard sales funnel, I believe you should center far more on how you can be helpful and relevant to your customers and prospects. As you get better and better at this, customers see your authenticity, and then they will want to engage with you. And then they will be more apt to share their data with you directly. So I think that, I know. So I started with the customer, but then you get to the data. And we know this first party data is becoming more and more critical as each day goes by. You need to get them to opt

in, versus pushing things at them. So for B2B, I think this often means thought leadership, relevant stories, advice, and think of it as guiding them along a journey, and you build trust with them along the way. And then as you get that flywheel going, I think you get smarter and smarter at being able to anticipate what your customers really want from you.

- So, one thing that you mentioned, in terms of authenticity, I feel like we're seeing a lot of that, not even in the consumer, but also in the B2B space. Louise, I'm curious, what are some of the things that you're seeing?

- I love what you said about, you know, building the trust. I think that's really important. What we are seeing a lot of, is the need for creating these communities, especially for our SMBs. We know that the SMB community really relies on their peer network to build that trust about, you know, the products or services that they're seeking out. And so it's really important for our, you know, our enterprise clients or those, you know, big businesses out there to really embrace that and build and create those communities for the SMBs. Another thing we're seeing is this consumerization, continued consumerization within B2B. the Gen Zs, the millennials and on, are entering very digitally savvy. They expect the personalization. We're already experiencing it already in our everyday lives. So why doesn't it happen also in the workplace, right? So we're really getting into this next evolution of needing to know your buyer and having this truly personalized experience. And one of the interesting things that we've seen in our research, is that nearly half of enterprises are only using one attribute for segmenting all of their SMB customers. So they're looking at them



maybe by, you know, how much business they do with them. or how many employees they have. And when you think that you really need to have a different approach to have that authenticity, and trust and community building. So we think there's a multi-layered segmentation approach that's important focusing on yes, the firmographic information about who that business is, but also their digital maturity, their digital savviness, how they want to be interacting with you as a business, and also their mindset. So how are they thinking about things like growth and risk? And those are the types of attributes that you start to learn about your customers that can drive that better trust and better authenticity.

- I love it. So using data to form authentic connections, and harness the power of digital engagements are the key to winning consumers hearts.