



LET'S LEGO PLAY

for New Generation Customer Segmentation

WORKSHOP OBJECTIVES

This workshop have the main goal to define the new customer segmentation model, covering the influence of the new DIGITAL world. In order to do that we will cover the influence of three major DIGITAL components (Time, Language, Channel). Based on that segmentation analysis will be defined the strategies and the communication channels and models with the segmentation defined creating an evolutive roadmap required to stablish the relationship with the target segments defined.

Let's Lego Play have more than **200 customers** worldwide where we have contributed to the Digital Transformation Challenge with these workshops.



Chile | Colombia | Costa Rica | Ecuador | España |
México | Panamá | República Dominicana |
Estados Unidos | Venezuela



AUDIENCE

Channel VPs, Sales / Commercial VPs, Marketing & Communications Responsibles.



DELIVERABLES

Convergent Customer Segment + Channel Evolution Roadmap per Segment covering :

- Key Customers Segments.
- Products / Services oriented per Segment.
- Channel Evolution Roadmap per Segment.



WORKSHOP DURATION

5 Days 5 Hours a Day.