



Customer Segmentation & Insight Activation

To better understand, prioritize, and activate the right audience with precision.

CMO+

Company : XL and Axis

Industry : Telecommunication

Marketing Case type : Customer Segmentation & Insight Activation

Business Challenges

Back in 2014, XL Axiata had acquired Axis in the previous year with unclear strategy what it should serve in the market particularly with XL brand has been a lot stronger. The rationale behind Axis acquisition was to occupy the bandwidth used for 4G product.

Business Objectives

The company aimed to clarify the reason being of Axis beyond the bandwidth.

CMO+ Approach / Marketing Goals

To map out key consumer segments XL Axiata can serve and how the two brands or one brand only can be positioned in the market. Then draft GTM guideline for the new brand positioning.

Services Delivered

Consumer segmentation study followed by segmentation mapping analysis. New brand positioning strategy, guideline, and execution.