

# SUCCESS STORY:

## KEURIG GREEN MOUNTAIN— SEGMENTATION & ANALYSIS PROJECT



A leader in specialty coffee, coffee makers, teas, and other beverages, Keurig Green Mountain, Inc. (Keurig) needed to gain critical insights into a key customer group.



### The situation

Keurig knows that a small group of their consumers, their “super users”, use their Keurig® brewer a lot - more than three times a day. They wanted to more closely examine this important population to see if there were segments within it that they could more effectively target.



### Customer challenges

- Survey programming, fieldwork, hosting, and data collection
- Full analysis of data leveraging Keurig’s in-depth analytic plan
- Multiple iterations of segmentation solutions
- Cross-tabs with segment banners across all key metrics



### SSI approach

- Identified four distinct segments for Keurig to use with specific ways that they could reach and treat them
- Performed a driver analysis to show what situations drove the customers to make coffee themselves either with the automatic drip machine or the individual cup
- Also performed a driver analysis on what drove “super users” to purchase from an outside vendor
- Provided an analysis on what drove people to certain coffee brand labels



### Outcome

SSI provided Keurig with a comprehensive report full of insights at a very high level of analytical quality. The segmentation helped highlight areas Keurig did not know existed within its most profitable customers. They are using this data throughout the company to inform decisions about marketing and innovation strategy.

*“From start to finish, SSI helped with survey design to set the project up for success on the back end. During data analysis went way above and beyond the call of duty with extra requests and follow-up analyses. The analytic team made themselves available at every turn to get on the phone and help structure and run some complicated analyses. The resulting segmentation was excellent!”*

*This was one of our most challenging projects and SSI really stepped up to be part of every solution.”*

— Jessica B., Senior Manager – Consumer Insights, Keurig Green Mountain, Inc.

