



## Client testimonial

“ Kathryn is a positive and friendly professional, who took the time to fully understand the project objectives so that she was able to offer ideas and solutions that complemented our original intentions. She was able to see the bigger picture and help us get the most out of our existing data while utilising other data sources to strengthen it where necessary. Working with one person, who had the complete skillset to deliver the whole project, was a very refreshing and productive experience for our team.”

- Lesley Barlow, Transport Planning and Strategy Officer

## Skills and knowledge demonstrated

- Vision, advice and constructive challenge on project objectives and outcomes
- Customer address database management and cleansing
- Customer segmentation and profiling techniques
- Attention to detail and ability to channel the detail into higher level messages
- Successful project management of a complex project, with important time-critical dependencies
- Effective verbal and visual communication of findings
- Understanding of public transport objectives and links to the wider public sector environment

## Other potential applications of this approach

Using customer segmentation data and techniques to:

- Analyse customer databases that include addresses or postcodes to build a more sophisticated understanding of resident circumstances to design, improve or promote public services
- Profile air and train passengers to inform routes and marketing strategies
- Evaluate projects aimed at reaching certain sections of the population
- Evidence a need from a particular customer type in funding bids or case work
- Directing customers who are most likely to be receptive to online services to web-support, rather than much more expensive face to face or phone support