

U1.18 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is customer profiling?

Collecting and analysing customer information to understand characteristics, needs and expectations.

CARD 2

What is a customer profile?

A description of a typical customer or customer group that helps guide business decisions.

CARD 3

What is the purpose of customer profiling?

To make better product, price, marketing and service decisions based on customer information.

CARD 4

What two types of data are collected?

Quantitative (numerical) and qualitative (non-numerical) data.

CARD 5

What four customer characteristics can a profile include?

Demographic, geographic, psychographic and behavioural characteristics.

CARD 6

What are customer needs?

What customers require to solve a problem or meet a particular requirement.

CARD 7

What are customer expectations?

The standard of quality, service and experience customers believe they should receive.

CARD 8

How can a business use customer profiles?

Improve products and services, target marketing and increase satisfaction and loyalty.

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CARD 9

How do segmentation, target market and profiling differ?

Segmentation sorts groups, targeting selects groups, and profiling describes the chosen group.