

CUSTOMER SEGMENTATION



Targeting the most valuable customers requires multidimensional, utility-focused analytics. Our customer segmentation analytics help identify the right customers to approach for projects, partnerships, and initiatives.

HOW WE HELP



DEFINE

TARGETED ANALYTICS

- Unique perspective of future of industry enable forward looking analytics.
- Deep understanding of utilities enable actionable analytics.



ANALYZE

FRAGMENTED DATA

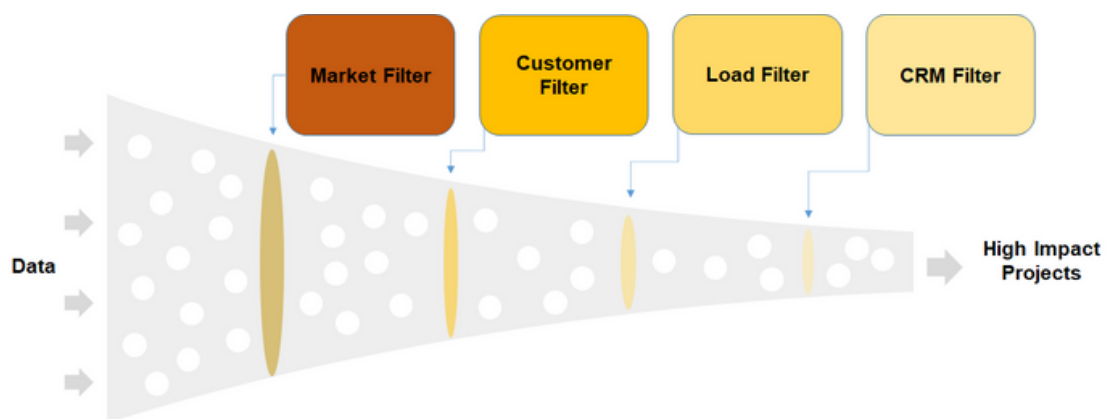
- Ability to enhance limited and often incomplete data with multidimensional filters.
- Use current data to gain insights before costly data gathering investments.



IMPLEMENT

OPTIMIZED DECISION

- Deliver customers and locations with the highest value.
- Provide high-impact data visuals to communicate the opportunities available.



HOW WE DELIVER VALUE

- Quick win customer targets with forward-looking analytics
- Narrowed list of high-value customer targets to save time and cost
- Assured success in converting leads to new business
- Insights to improve data quality with value-based approach to data collection/ management



ABOUT US

Vrinda is a boutique international strategy implementation firm helping our clients deploy innovative business models to harness the full potential of emerging technologies. Vrinda leverages deep expertise in the clean energy and utility industry, real-world experience, and an extensive partners network to ensure success in every project.



STRATEGY

Vrinda's unique thought leadership challenges the status quo to build profitable businesses of the future.



BUSINESS

Vrinda works with executives and decision makers to develop long-term visions and strategic business models.



OPERATIONS

Vrinda works with clients to optimize their operations, to enable new business and technology models.



TECHNOLOGY

Vrinda helps clients optimize and monetize technology investments.



SUSTAINABILITY

Vrinda helps clients improve their social and environmental response while preserving their bottom line.

We are a proud woman-owned business