

Groups aka Segments

Groups and Customer Segmentation

The Contacts Module in vCX takes customer segmentation to the next level with **dynamic groups**, enabling businesses to categorize and target their customers more effectively.

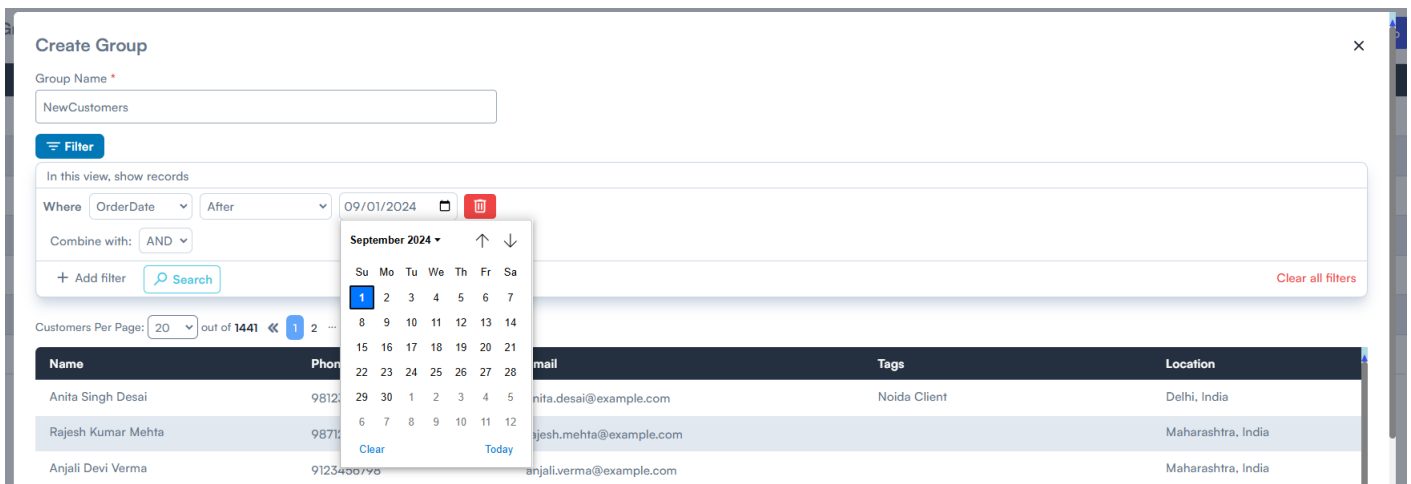
Groups

Create Group

	Name	Created At	Actions
1	Team	9/23/2024	
2	Noida Client	10/26/2024	
3	Gorakhpur Clients	10/27/2024	
4	South Delhi Clients	10/27/2024	
5	Divya	11/3/2024	
6	Noida - Ph 98	11/16/2024	
7	Default(All Customers)	11/19/2024	

What are Groups?

Groups allow you to **segment customers** based on multiple parameters, ensuring you always reach the right audience. These groups are **dynamic**, meaning they automatically update when customer information changes, ensuring your segmentation remains accurate and up-to-date.



Segmentation Parameters

1. Contact Attributes:

- Name, email, phone number
- Location (city, region, or country)
- Tags for specific categories (e.g., VIP, leads, loyal customers)

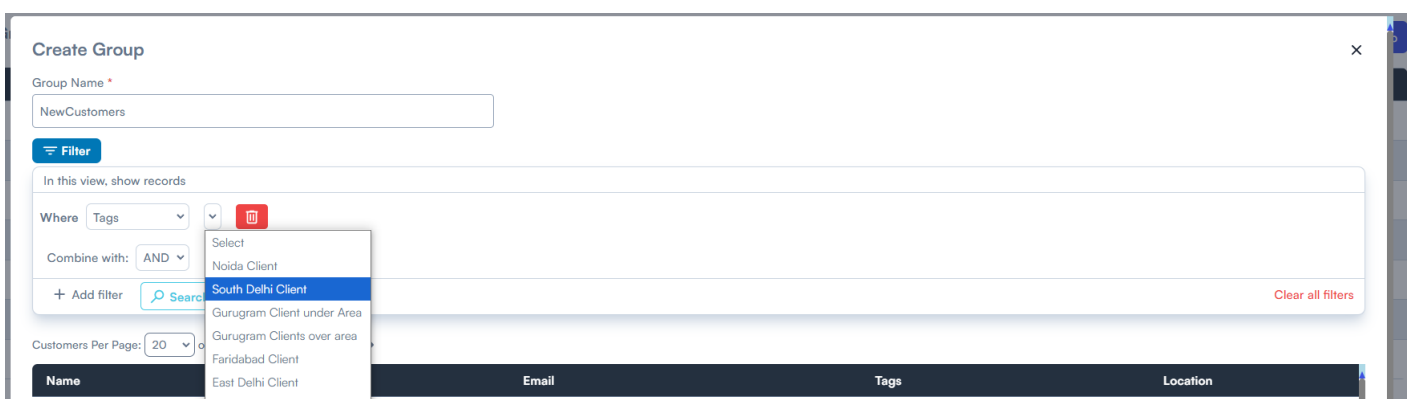
2. Order-Based Parameters:

- Purchase history (frequency, last purchase date, or total spend)
- Order type (products, services, or appointments)
- Order status (completed, pending, or canceled)

3. Engagement Metrics:

- Interaction frequency (number of messages or responses)
- Last communication date
- Participation in previous campaigns

By combining these parameters, you can create highly targeted customer segments tailored to your business needs.



Why Dynamic Groups Matter

- **Always Up-to-Date:** Dynamic groups automatically include or remove customers based on real-time data, so your campaigns always target the right audience.
 - **Improved Targeting:** Leverage granular segmentation to craft highly relevant messages, offers, or campaigns.
 - **Enhanced Automation:** Use groups to power broadcast campaigns, workflows, or reminders without manual updates.
 - **Personalized Engagement:** Reach customers with content that aligns with their behavior, preferences, and history.
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Examples of Dynamic Groups

1. **New Customers:**
Segment customers who placed their first order within the last 30 days.
 2. **High-Value Customers:**
Target customers with total purchases exceeding a specific value.
 3. **Appointment-Based Segments:**
Group customers who have scheduled appointments in the upcoming week.
 4. **Inactive Customers:**
Create a segment for customers who haven't interacted in the last 60 days to re-engage them with campaigns.
 5. **Tag-Based Segments:**
Use tags like "VIP," "Returning," or "Prospect" to segment contacts for personalized follow-ups.
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How to Use Groups

1. Define segmentation parameters based on customer behavior, tags, or orders.
 2. Use groups to:
 - Send **targeted broadcast campaigns**.
 - Automate follow-ups and reminders.
 - Analyze customer segments to refine strategies.
 3. Monitor group performance and tweak parameters to align with business goals.
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The Power of Segmentation

With vCX's dynamic and intelligent grouping, you can **unlock the full potential of customer data** to drive personalized engagement, improve campaign performance, and boost overall customer satisfaction.
