CUSTOMER SEGMENT ASSESSMENT

QUESTION	GUIDANCE	A	B
Do you need to spend significant resources on building close customer relationships and getting customers to understand your value proposition?	Spending significant human and/or financial resources on customer relationships and interactions (eg face-to-face meetings or other types of close personalised communication) is more feasible if you have a larger buyer (more common for B2B/B2G).	Yes	No
Do you need to customise your PaaS offering to each customer?	Customising an offer to fit the specific need of a customer, which can be both time and resource-consuming, is more viable if you have a larger buyer (more common for B2B/B2G).	Yes	No
Do you have the capabilities to handle many low-value transactions efficiently?	As B2C is associated with many low value transactions, they can increase administrative burden unless handled efficiently using eg, automation and digital technologies.	No	Yes
Is your organisation digitally matured, ie, can you automatise administration, customer relations, and logistic flows?	Digital maturity will help when designing all types of offerings, but are critical for B2C segments as operations, administration, and sales need to be highly cost-efficient.	No	Yes
Is your customer and/or end-user (depending on who you will interact the most with) likely to have a high digital maturity?	A low digital maturity amongst your customer and/or end-user may make it difficult to improve efficiency in sales and operations. Spending human and/or financial resources on customer relationships is more feasible if you have large buyers which provides a single point of contract, less geographic dispersion, and higher sales volume (more common for B2B/B2G).	No	Yes

Did you mostly answer A? Then targeting B2B and/or B2G segments is likely most suitable.

Did you mostly answer B? Then the potential is high for your business model to fit all segments your offering is relevant to.