

Data Driven Insights

Pfaff's Customer Service Gets a
Segmentation Turbo Boost



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PFAFF

Pfaff Automotive Partners

- Formed in 1964 by Hans J. Pfaff
- Pfaff specializes in new and used high-end luxury brands
- Offers tailored automotive services
- Strives to provide the best customer service in the industry



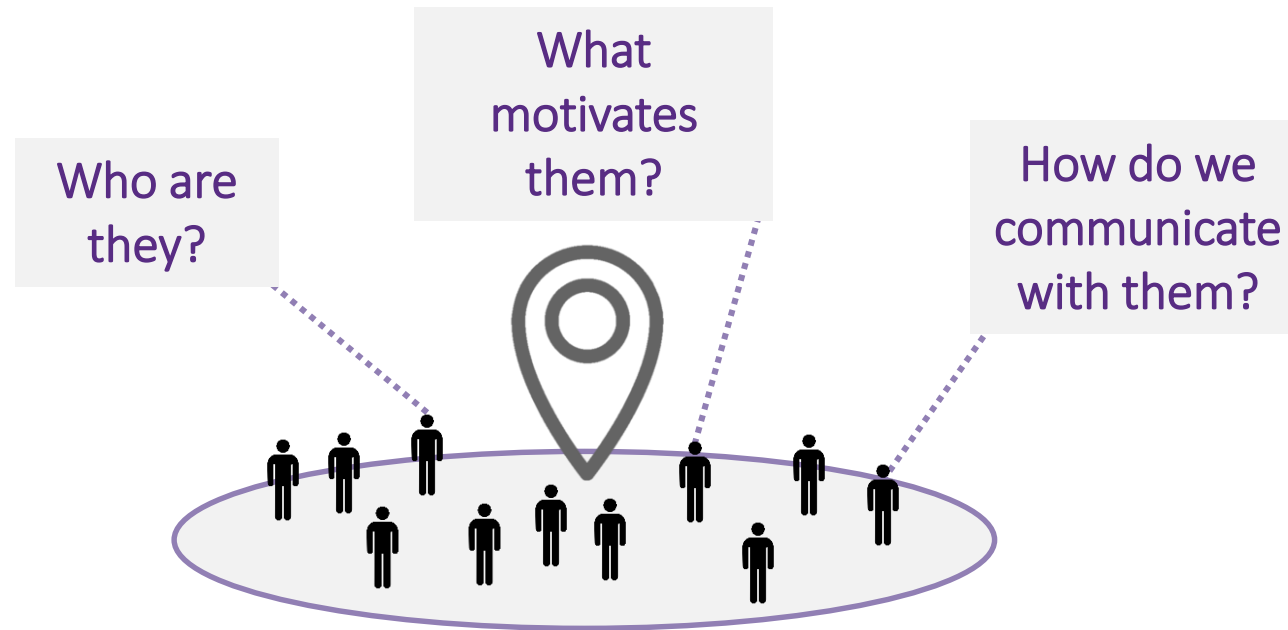
Customer Centric Legacy

*“My father started this company in 1964 out of a desire to provide **the best customer service experience** in the industry. He set the bar extremely high and today, we continue to strive for that bar each and every day, through **every customer interaction**.”*

- Christopher Pfaff

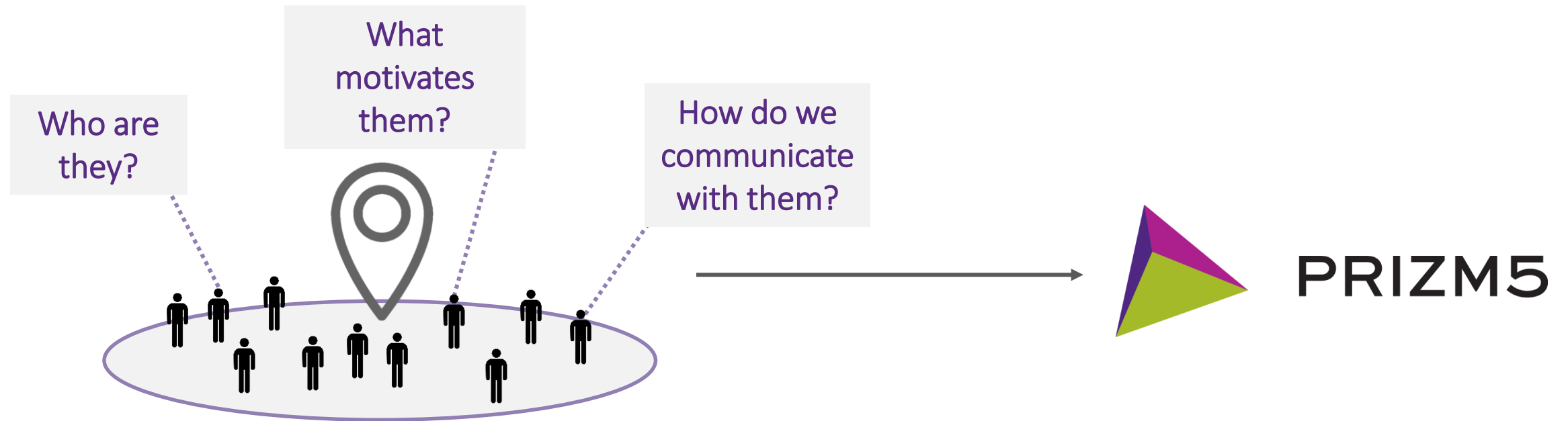
Pfaff's Dealerships & Challenges

- 16 dealerships across Ontario and one in Vancouver, each with their own primary area of responsibility
- **Challenge** – to gain a better understanding of who our customers are at each of these locations and how to better communicate with them



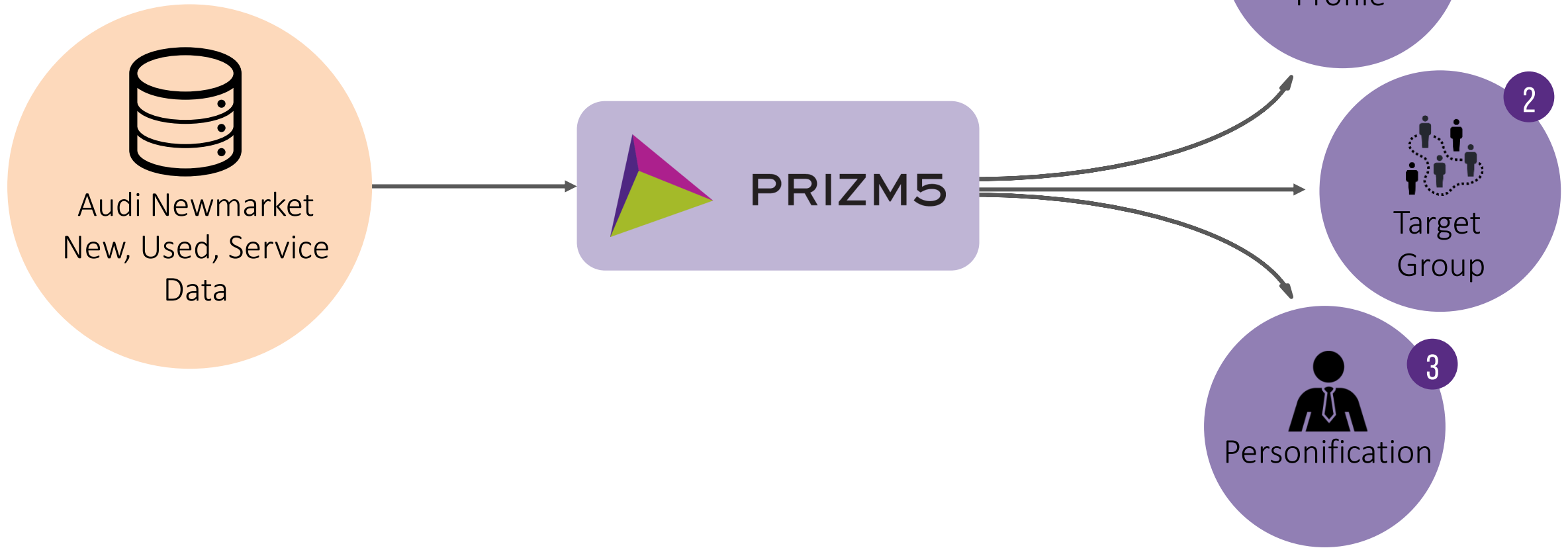
PRIZM5 Potential

PRIZM5 allowed Pfaff to answer the important questions that strengthen customer relationships and improve marketing efforts

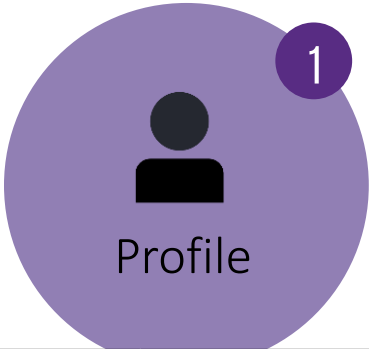


PRIZM5 Brings Pfaff's Data to Life

Audi Newmarket



PRIZM5 Identifies Key Groups in Pfaff's Data



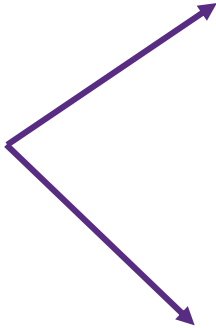
Profile				New Vehicle (Active Only) Customers				Service-Only Customers				Used Vehicle Customers			
				Profile		Penetration		Profile		Penetration		Profile		Penetration	
SG	LS	SESI	Description	Count	% Comp	% Pen	Index	Count	% Comp	% Pen	Index	Count	% Comp	% Pen	Index
U1	F8	01	Cosmopolitan Elite	20	1.48	3.07	448	17	0.98	2.61	302	7	0.52	1.07	212
U1	F8	02	Urbane Villagers	64	4.75	1.23	180	80	4.60	1.54	179	70	5.20	1.29	255
U1	F5	03	Arts & Affluence	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
U1	F9	08	Boomerang City	20	1.48	0.50	73	27	1.55	0.67	78	24	1.78	0.55	108
S1	F8	04	Suburban Success	18	1.34	0.93	136	20	1.15	1.04	120	8	0.59	0.40	79
S1	F8	06	Kids & Careers	231	17.15	0.99	145	290	16.69	1.24	144	175	13.01	0.71	140
S1	F6	07	Nouveaux Riches	0	0.00	0.00	100	0	0.00	0.00	100	0	0.00	0.00	100
S1	M1	10	Emptying Nests	12	0.89	0.86	125	8	0.46	0.55	64	5	0.37	0.30	60
E1	F8	09	Satellite Burbs Exurban	190	14.11	0.84	123	285	16.40	1.25	145	198	14.72	0.67	132
E1	F2	17	Wonderland	16	1.19	0.97	141	19	1.09	1.15	133	17	1.26	0.53	104
S2	F1	16	Pets & PCs Management	185	13.73	0.84	123	246	14.15	1.12	129	157	11.67	0.57	113
S2	F1	18	Material	12	0.89	0.75	109	14	0.81	0.87	101	17	1.26	1.05	207
S2	F2	37	Trucks & Trades	14	1.04	1.06	155	22	1.27	1.67	193	21	1.56	0.57	112
S2	Y2	50	Suburban Scramble	18	1.34	0.53	78	16	0.92	0.47	55	38	2.83	0.31	61
S3	F9	14	Diversity Heights	5	0.37	0.19	28	8	0.46	0.31	36	5	0.37	0.19	38
S3	F3	15	Heritage Hubs South Asian	175	12.99	0.89	130	218	12.54	1.11	129	118	8.77	0.59	117
S3	F1	20	Achievers	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
S3	F7	25	South Asian Society	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
S3	F7	42	Home Sweet Rows	0	0.00	0.00	0	2	0.12	0.19	22	7	0.52	0.67	133
U2	F9	05	Asian Sophisticates	23	1.71	0.13	18	14	0.81	0.08	9	22	1.64	0.12	24



Target Group 1															
S1	F8	06	Kids & Careers	231	17.15	0.99	145	290	16.69	1.24	144	175	13.01	0.71	140

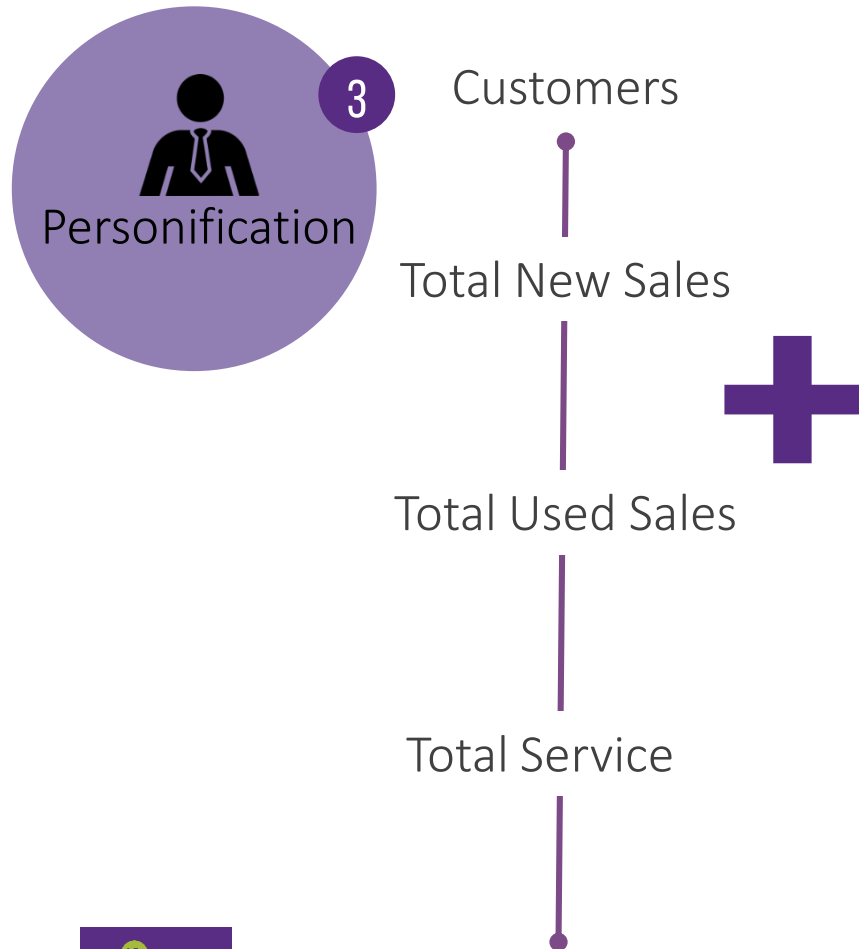
Target Group 2															
S2	F1	16	Pets & PCs	185	13.73	0.84	123	246	14.15	1.12	129	157	11.67	0.57	113
S3	F3	15	Heritage Hubs	175	12.99	0.89	130	218	12.54	1.11	129	118	8.77	0.59	117

Target Group 3															
U1	F8	01	Cosmopolitan Elite	20	1.48	3.07	448	17	0.98	2.61	302	7	0.52	1.07	212
U1	F8	02	Urbane Villagers	64	4.75	1.23	180	80	4.60	1.54	179	70	5.20	1.29	255
S1	F8	04	Suburban Success	18	1.34	0.93	136	20	1.15	1.04	120	8	0.59	0.40	79



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Audi Newmarket



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Personas



Starter Families

PRIZM Segments: 06/16
(Tactical: 15)



Older Upscale Couples & Families

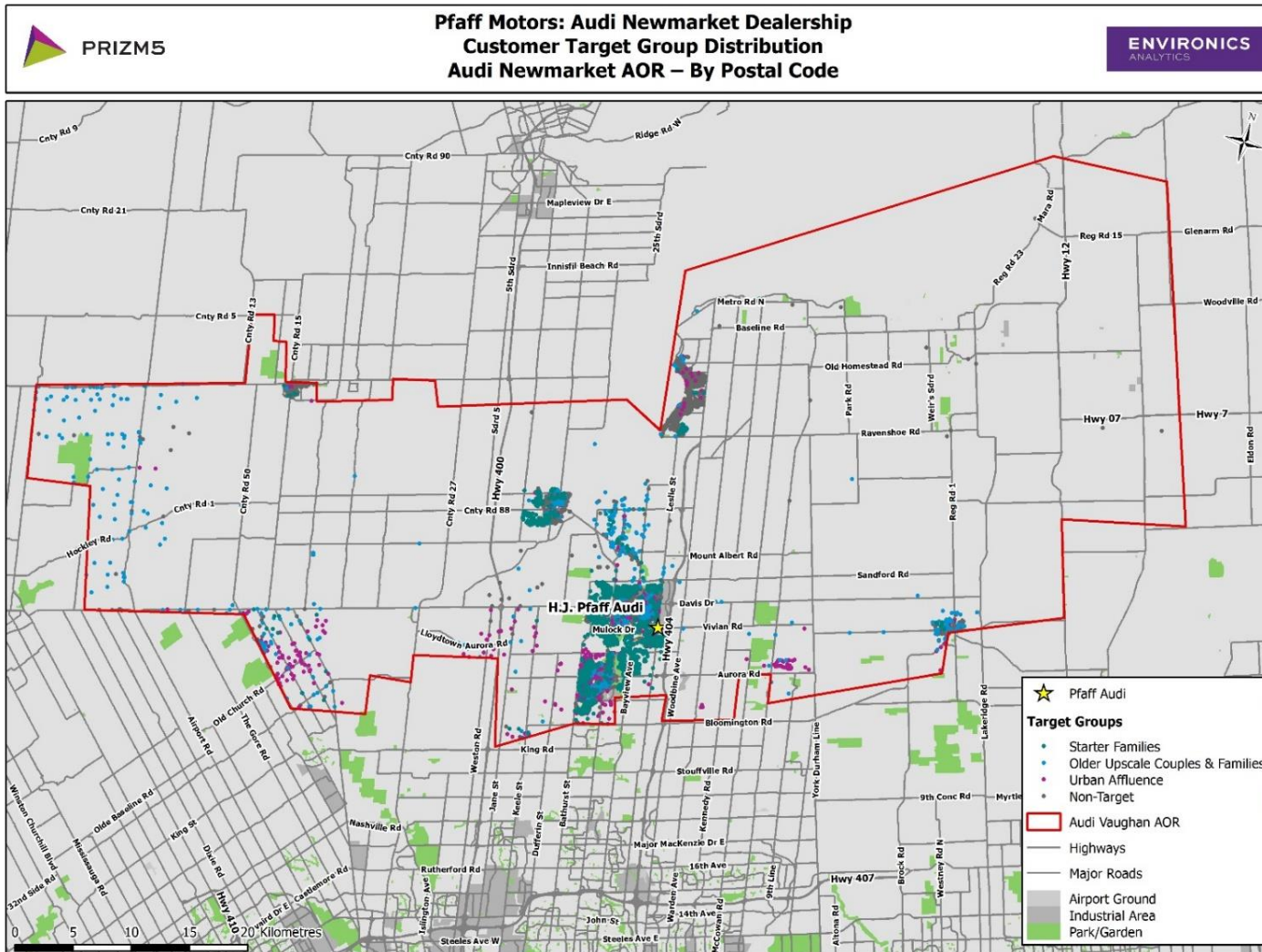
PRIZM Segments: 09



Urban Affluence

PRIZM Segments: 01/02/04
(Tactical: 08/26)

Audi Newmarket



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	Audi Newmarket			Audi Vaughan		
	Starter Families	Older Upscale Couples & Families	Urban Affluence	Starter Families	Older Outdoor Families	Urban Affluence
Total Trade Area Households	28%	9%	6%	24%	14%	8%
						
Description	Large families with younger children	Upscale, low diversity older couples & families	Very wealthy urban middle aged & older families	Large families with younger children	Wealthy suburban older families	Very wealthy urban middle aged & older families
Income	\$137K	\$135K	\$226K	\$128K	\$144K	\$175K
Diversity	Average	Low	Low	Average	Low	Low
Internet Usage	Medium Heavy	Light	Average	Medium	Average	Light
Online Activity	Banking/ Paying bills	Online telephone directory	Access travel content	Access a news site	Purchase products or services	Use maps/ directions

SocialValues

Audi Newmarket

STARTER FAMILIES



Strong
Values

Saving on Principle
Importance of Brand
Need For Escape

OLDER UPSCALE COUPLES & FAMILIES



Personal Control
Rejection of Orderliness
Saving on Principle

URBAN AFFLUENCE



Personal Control
Legacy
Effort Toward Health

Weak
Values

Attraction to Nature
Fulfillment Through Work

Penchant for Risk
Enthusiasm for
Technology

Attraction to Nature
Utilitarian Consumerism

Sports & Leisure Activities

Mercedes-Benz Kitchener

Top Professional Sports



Football
7.9%
Index: 112



Hockey
20.5%
Index: 101



Baseball
20.5%
Index: 94

Top Concert & Theatre Venues



Community Theatres
12.5%
Index: 118



Outdoor Stages
13.2%
Index: 110



Theatre - Festivals
14.6%
Index: 108

How Did We Use This?



Media
Planning



Direct &
Digital
Marketing



New Business
Pitches – Trade
Area Expertise



Sponsorships



Social
Content



Multicultural
Marketing

Next Steps



PRIZM5



IHS Markit™



PORSCHE



CHRYSLER



Retail Strategy

- Pricing of vehicles
- Inventory Planning
- Model/Vehicle selection

Key Takeaways

- Tailoring the experience around the customers
- Connect PRIZM5 segmentation to CRM
- Leveraging more of media spend
- Identifying and connecting to non-repeat customers

PFAFF

Questions?



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