

# Communications Matrix



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## **Introduction**

Information provided by the CACI Acorn customer segmentation tool can be used to understand the best ways of communicating with customers and citizens. Different categories, groups and types prefer different forms of media (mail, telephone, online) and also respond to different marketing messages.

## **Communications Matrix**

The communications matrix illustrates how each of the 18 Acorn groups prefer to be contacted for marketing purposes.

The communication matrix is broken down into three sections:

- **Marketing: Channels Responded To** - this refers to those channels people have responded to, requested information from or made purchases as a result of the initial communication.
- **Marketing: Acceptable Channels** - these are marketing types that people regard as acceptable to receive.
- **Contact: Preferred Channel** - this is the way in which people prefer to be contacted by organisations.

For example, those within the Lavish Lifestyles Acorn Group are likely to respond to mail addressed to 'The Householder' or 'The Occupier' or by name, or Emails. Those within the Mature Money Acorn Group are likely to find mail addressed to 'The Householder' or 'The Occupier' or by name to be an acceptable marketing channel and would prefer not to be visited or contacted by phone or text message.

Figure 1: Communication Matrix (created using the CACI Acorn customer segmentation tool)

	Category 1 Affluent Achievers			Category 2 Rising Prosperity		Category 3 Comfortable Communities					Category 4 Financially Stretched				Category 5 Urban Adversity		
	Lavish Lifestyles	Executive Wealth	Mature Money	City Sophisticates	Career Climbers	Countryside Communities	Successful Suburbs	Steady Neighbourhoods	Comfortable Seniors	Starting Out	Student Life	Modest Means	Striving Families	Poorer Pensioners	Young Hardship	Struggling Estates	Difficult Circumstances
<b>Marketing: Channels Responded To</b>																	
Leaflets	✗	-	-	✗	-	-	✗	-	-	-	-	✓	-	-	-	✓	✗
Mail - Addressed to 'The Householder' or 'The Occupier' or to you by name	✓	✓	-	-	-	✗	-	-	✗	✓	-	✗	-	✗	✗	✗	✗
Newspaper / Magazine Adverts or Customer 'Magazines'	-	✓	-	-	-	-	-	-	-	-	-	-	-	-	✗	✗	✗
Radio	-	✓	-	✗	-	✗	-	-	-	-	✓	✗	-	-	-	✗	✗
TV	-	-	-	-	-	-	-	-	-	-	-	✗	-	-	-	✗	✗
Email	✓	✓	-	✓	✓	-	✗	-	-	-	✓	✗	-	✗	✗	✗	✗
Text message	-	✓	-	✗	✗	✗	-	-	-	-	-	✓	-	-	✗	✗	✗
Telephone	-	✓	-	-	-	✗	-	-	-	-	✓	-	✗	✗	-	✗	✗
Cinema	✗	-	-	✓	✓	-	✗	-	-	-	✓	✗	-	✗	-	✗	✓
<b>Marketing: Acceptable Channels</b>																	
Leaflets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	✗	✗
Mail - Addressed to 'The Householder' or 'The Occupier' or to you by name	-	✓	✓	-	✓	-	-	-	-	✓	-	✗	-	✗	✗	✗	✗
Newspaper / Magazine Adverts or Customer 'Magazines'	-	✓	-	✓	-	-	-	-	-	✗	✓	✗	-	✗	✗	✗	✗
Radio	-	-	-	✓	-	-	-	-	-	✓	-	✗	-	✗	✗	✗	✗
TV	-	-	-	-	-	-	-	-	-	✗	-	-	-	-	-	✗	✗
Email	✓	✓	-	✓	✓	-	-	-	-	✓	✗	✗	-	✗	✗	✗	✗
Text message	✓	-	-	-	-	-	-	✗	-	-	-	-	-	-	-	✗	✗
Telephone	✓	-	-	-	-	-	-	✗	-	-	-	-	-	-	-	✗	✗
Cinema	-	✓	-	✓	✓	-	✗	-	-	✓	✓	✗	-	✗	✗	✗	✗
<b>Contact: Preferred Channel</b>																	
Email	✓	✓	-	✗	✓	-	✓	-	-	✗	-	✗	-	✗	-	✗	✗
Phone or SMS	-	✗	✗	-	-	-	-	-	-	-	-	-	-	-	-	✗	✗
Mail	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	✗	✗
Visit	-	-	✗	✓	✗	-	✗	✗	-	-	-	-	-	✓	-	✗	✓

KEY: ✗ not acceptable    ✓ acceptable    - indifferent