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SEGMENTATION OF THE CLIENTS OF PRIVAT BANK AS THE FIRST STEP OF THE COMMERCIAL CAMPAIGN ELABORATION

Commercial bank Privat Bank is one of the most dynamically developing banks in Ukraine which holds the leadership position in the country.

In 2007 for the fourth time Global Finance recognized Privat Bank the best bank in Ukraine according to the ratings of World's Best Foreign Exchange Banks 2007.

During the bank services market research, held by the company GFK Ukraine, 43% of interviewers (citizens of Ukraine) called Privat Bank the most attractive for themselves. It as well has the highest recognition level among Ukrainian population: without a hint – 60%. It is a leader in the number of customers: currently around 25% of Ukrainian people use it's services.

Privat Bank is a recognized Ukrainian leader on the market of credit cards. Today more than 12,26 mln. of cards is released (39% of the total amount of cards, emitted by Ukrainian banks). In the service chain of the bank more than 3750 bankomats are working, credit cards are admitted as a way of paying in more than 28,6 ths. trade spots around Ukraine.

Privat Bank has an active support of Master Card and was the first one of all banks in December 2003 to combine in one bank product a credit card and consumer credit, offering a new crediting technology on the Ukrainian finance market. Before when a client wanted to buy smith with credit, he had to arrange all the documents every time, now it is enough to bring the minimal document package once to make the credit card and pay with it without any problems. The most popular credit card is called "Universal".

"Universal" credit card – a classic international credit card MasterCard, with the help of which one can not only pay in trade spots, but also get cash in bankomats. Credit card "Universal" is a credit card of universal level, which is defined by the money limit of her owner. You can use not only within the country, but also abroad.

The choice of a credit card as a platform for the realization of this work is justified by:

1. Credit cards is a strategic direction for the bank;
2. High profitability of the Credits – on average 30-35%;
3. Average check size for the credit is 35% higher than the check size of the debit card;
4. High level of activity in the trade chain – 30-35% (with the debit cards – 9-12%);
5. The owners of the credit cards – definitely people with enough income who are interested in buying new goods and services;
6. Credit cards allow the bank to earn: with the help of interest rates, interest rates for money withdrawals in the bankomats;
7. High level of engagement of Master Card and Visa in development of the market of credit cards;
8. High level of sales of particular credit cards;

The conditions of submitting the credit card “Universal” are quite interesting and beneficial comparing to other banks. Probably, exactly these factors influence the credit cards popularity on the market of credit cards. Besides, the influence of the image of Privat Bank and it’s positioning as a stable and reliable add the amount of clients ready to buy credit cards.

All the bank market is not homogeneous and is divided to segments, in every of which the Dnipropetrovs’k Regional Centre of Privat Bank has to solve problems of the credit cards sales.

Segmentation of the market consists of the market division to certain groups of consumers, who should be addressed different products and market services. The effort is concentrated on more perspective segments – groups, well studied clients. Good understanding of the segment gives better results while selling products. Segment is considered as a basics for effective promotion of the production.

From three methods of segmentation we chose the method of grouping, which implies successive split of the aggregative objects to several subgroups based on the most important indications.

Let’s look more into detail:

1. Geographical principle;
2. Demographic principle;
3. Psychographical principle;
4. Social factor.

The last step will be the revelation of real and potential clients, who will be able to formalize the credit card from Privat Bank. Having given the background to the segment obtained, let's find the amount of people whom we will direct all the effort while making the commercial campaign.

Positioning of the offered bank product represents two interconnected processes:

1. Work with the consciousness of the potential clients;
2. Work with the bank product, in our concrete case – with credit card.

The first step allows to estimate, how the client perceives the product in reality.

The second step shows which steps are necessary to take so that the product take a certain place among bank competitors, from whom costumers make their choice. By positioning of their products on the market one can define the best method of penetration into the chosen segment.

“Universal” credit card will be positioned as the “Best credit card in Ukraine with free period of usage for any kind of expenses”.