

Segmentation of Government Customers

Six types of customer contacts with the government have been identified as part of a segmentation created by the [U.S. General Services Administration's](#) USA Services Federal Solutions Division:

- **informational**
- **beneficial**
- **dutiful**
- **commercial**
- **intergovernmental**
- **other**

A customer can be a citizen, non-citizen, business, other government agency, military personnel, law enforcement, or any other entity that an agency provides a service for. These types of customer contacts will be used as segments to allow for a categorized approach of how government provides services to citizens / customers. These six segments are purposefully general in order to be manageable while still usable to the greatest audience of government services.

Due to the diversity of government functions performed, it is entirely possible, and expected, that some services provided by agencies may be considered one type of segment, but are best measured with methods proposed for a different type. It is up to each agency service to use the methods that make the most sense for their situation. Each segment can, and probably will, be broken down into sub categories or by channel within segments when further refinement is needed. Further explanation of each segment is listed below:

1. **Informational.** These are contacts that simply transfer information from the government to a customer or vice-versa. This could be, for example, government providing information about serious illnesses, facilities at national parks, status of a tax return or what SUV manufacturers think of proposed emissions standards. The information transferred from government to customer need not be about the government or its facilities or operations; it could be information available from other sources, e.g., the main exports of Equatorial Guinea. Likewise, information transferred from the customer to the government may be about the government itself, e.g., expressing an opinion about the surly guards at an agency's entrance.
2. **Beneficial.** These are contacts that include all forms of services that benefit customers regardless of whether the benefit is financial, administrative/business or diplomatic. Examples include providing grants, passports, social security payments and onsite compliance assistance. These contacts generally require determinations as to eligibility and qualifications, and may lead to transactions such as recruitments, enrollments, payments, awards, recommendations or contracts.

3. ***Dutiful.*** These are all the contacts that customers, especially citizens and businesses, must make or endure as opposed to those they may choose to make or not make. These include information they are required to report pursuant to statute or regulation, tax returns and other mandatory filings they are required to submit; audits and other investigations with which they are required to cooperate; prohibitions to which they are subject; and fines or other penalties they may incur.
4. ***Commercial.*** These are government services that customers pay for. Examples include citizens buying a subscription to data from Census, or buying Treasury Bills online directly from the Treasury.
5. ***Intergovernmental.*** These are services specifically to, or between, other government, law enforcement and military organizations. Examples include the FBI providing state law enforcement agencies with reports on criminal activities in their jurisdictions, or federal agencies providing support to each other pursuant to a Memo of Understanding, like shared services for payroll.
6. ***Other.*** These contacts don't fall into one of the first five types because they tend to occur as exceptions to regularly scheduled government functions or as functions that are unique in so far as they are not functions that occur in very many other government functions.

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