

Baldrige Glossary **HD**: Segment

Segment

The term “*segment*” refers to a part of an organization’s overall [customer](#), market, product or service line, or [workforce](#) base. [Segments](#) typically have common characteristics that can be grouped logically. In Results Items, the term refers to disaggregating [results](#) data in a way that allows for meaningful [analysis](#) of an organization’s [performance](#). It is up to each organization to determine the specific factors that it uses to [segment](#) its [customers](#), markets, products, services, and [workforce](#).

Understanding [segments](#) is critical to identifying the distinct needs and expectations of different [customer](#), market, and [workforce](#) groups and to tailoring products, services, and programs to meet their needs and expectations. As an example, market [segmentation](#) might be based on distribution channels, business volume, geography, or technologies employed. [Workforce segmentation](#) might be based on geography, skills, needs, work assignments, or job classification.

Note: [Blue](#) words above are hyperlinks to other [GLOSSARY HD](#) terms and their definitions.

I am pleased to offer the [GLOSSARY HD](#) as a no charge service to Baldrige Criteria users worldwide - [Paul Steel](#)

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