

Offer Impact Simulation

Understand how your products compare to that of the market thereby designing optimal offerings that best retain customers and maximise revenues...

Problem

- How would my current customers bill change if they moved to a competitor's product?
- Is my offering competitive enough and how does this influence propensity to acquire or churn customers?

Industry experience

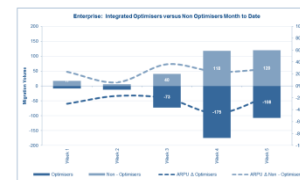
- Mobile

Solution

- The structure of current offerings and that of competitor offerings were modelled.
- Each subscriber's revenue impact, given their current usage and behaviour trends, was evaluated through a simulation engine.
- The outputs provided an indication as to which competing offerings each subscriber would find as better value for money.
- A profile of customer and packages that were most at risk was generated.

Enterprise: Top 5 Price plan Migration Values and AMPU Δ

Non-Optimiser	From	To	Avg. AMPU Δ	% AMPU Δ	# Migrations	Value (\$)
↑↑↑	BES Tab 100	Smart 5	100	100%	21	2270
	BES Tab 200	Smart 5L	200	100%	9	2102
	Top 10 100	Smart 5	220	100%	7	1500
	Everidge 100	Smart 5	100	100%	9	1521
	Tab 100	Real 100	1000	100%	1	1000
↑↑↑	Smart 1000	Real 1000	1000	100%	2	2000
	Phone 100 0	Real Advantage	100	100%	5	4500
	Tab 100 0	Real Advantage	100	100%	110	10100
	Tab 100 0	Real Premium	400	100%	42	2040
	Tab 100 0	Real VIP	1100	100%	20	22000



Value

- Through the evaluation the project was able to flag key subscribers that ran the highest risk of churning due to being in a misplaced offering.
- The CVM team were able to manage the customer in migrating them to the more appropriate offering.
- Key packages that were no longer competitive in the market were flagged and redesigned. New offers had a significant impact on the market with greater acquisition and retention rates.