

Case Study

Optimising mobile phone tariffs for price sensitive customers

The Business Challenge

A mobile operator client wanted to refine tariffs for a very price sensitive segment of the market, one which wanted to get maximum benefit but minimum commitment to the network. The client wanted to develop a new package that would appeal to both current and new customers.

Methodology

Two-stage quantitative and qualitative approach. Firstly, conjoint to understand the ideal combination of price, inclusive voice minutes & SMS, and contract length to offer the widest appeal whilst still giving a good ARPU contribution. Secondly, focus groups to understand the key motivators for consumers in terms of choice of tariff and network.

Action from the research

As a result of the research, the client was able to refine their current offerings to meet customer needs. It also highlighted a great desire for packages that were flexible on a month-by-month basis, automatically adjusting to customers' changing requirements. The client used this information to develop and launch of a successful new style of tariff.

