

Pricing Genie

A SIMPLE, EFFECTIVE PRICING CALCULATION AND ANALYSIS TOOL

Pricing Genie helps you understand how your pricing compares to your competitors' tariffs. This easy to use tool enables you to calculate and measure the revenue impact of migrating customers from one tariff to another or creating a new customer offer.

Impact Analysis

It's also a powerful visual tool for modeling, testing and launching new plans and enables you to manage them from one central location. Equipping you with valuable and precise information, it enables you to verify the impact of internal and competitive pricing structures within the marketplace. The Genie allows you to measure the revenue impact of all of the following:

- **The introduction of a new rate plan**

The tool allows you to simulate new plans and pricing strategies so that you can gauge the revenue impact, cannibalization effects and effectiveness on acquisition targets.

- **Modifying an existing rate plan**

Enables you to examine how new pricing on a current plan may affect your revenue by creating a plan that models the new pricing structure.

- **Migrating customers to more current plans**

Allows you to define the revenue effects of moving customers from their existing plan to a new one.

- **Loyalty rewards or discount programs**

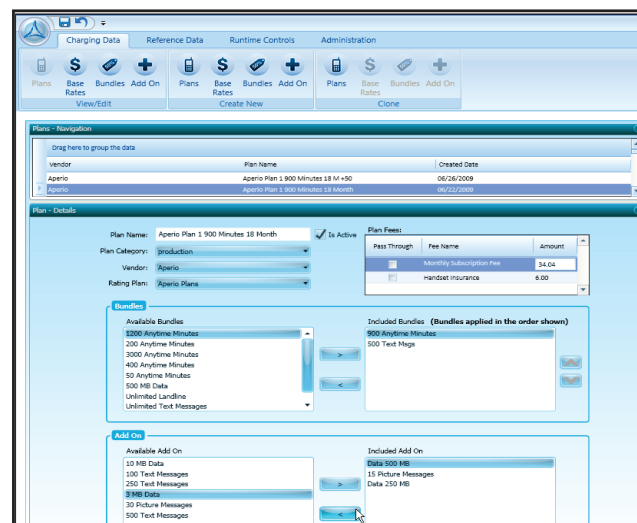
By using a simulated model, you can measure the potential return of a new reward or discount program.

- **Adding or modifying add-ons (text, MMS, data, etc.)**

Quantify how new/modified add-ons will affect future revenue.

- **Competitive threats**

Pricing Genie supports all rate plans, competitor rate plans and "what if" plans. This enables Pricing Genie to measure the threat of defection your competitors impose on your customer base.



Know your customer

With Pricing Genie, here's what you'll discover about a customer:

- How much he spent.
- How much he would have spent on a different rate plan.
- How much he would save on your best plan.
- How much he'd spend on any other carrier's best plan.

Features

- Plan and pricing simulator
- Reporting by customer segment (value, spending range, tenure, selected add-ons, usage types, etc.)
- Full database of competitor rate plans
- Rate management
- Customer usage import feature
- Central database houses plan and customer data
- Pricing
- Export component
- Speed and absolute accuracy

Benefits

- Manage and measure the impact of new plans and plan changes on your customer base.
- Improve your rate plans to create the most efficient, appropriate and cost-effective plans for both your customers and your company.
- Pinpoint the types of customers you want included within your analysis by value segment, spending level, contract status, usage type, etc. by using flexible selection criteria.
- Evaluate the revenue effects of new marketing offers by modeling "what if" scenarios.
- Monitor your customer base and enhance loyalty by suggesting more appropriate/less costly rate plans or add-ons.
- React to competitive threats quickly and easily by modeling your competitors' new plans against yours and responding effectively.
- Our flexible reporting engine with filtering and drill-down capability, enables you to analyze results quickly and simply.
- Data can be exported into other applications (MS Excel, PDF, Business Objects, etc.)