

Pricing Genie

A SIMPLE, EFFECTIVE PRICING CALCULATION AND ANALYSIS TOOL

Pricing Genie helps wireless and utilities providers evaluate how competitively their plans are priced, compared to their competitors. This easy to use tool enables you to calculate and measure the revenue impact of migrating customers from one tariff to another, or the impact of 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. Our core product calculations are pre-tax (ex-VAT). Additional add-on taxation modules are available, which calculate tax based on location.

The Genie enables you to measure revenue impact of all of the following:

Introducing 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.

Product Enhancements

Offer Management

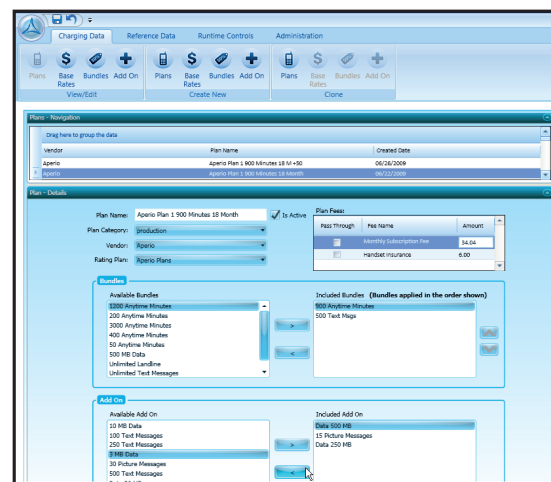
Make compelling offers to specific customers based upon your business rules, including the Best Plan, a Recommended Plan and an Upsell Plan. You control the desired savings range of the customer based upon the customer's current status, including value segment, spending range, longevity, contract status, etc. This enables you to make aggressive offers to high value customers and less aggressive offers to low value customers.

Intelligent Rate Plan Grouping

Rate plans may be placed into logical groups to simplify analyses. For example: only compare a blackberry plan to other blackberry plans.

Representative Sample

Analyze a small customer base with confidence, knowing the results will be valid across your larger base of customers.



Features

- Plan and pricing simulator for wireless and utilities providers.
- Make compelling offers to your most valued customers, thereby increasing their longevity, spending and brand loyalty.
- 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.
- Provides "Better" Plan Advice based on customer specific parameters. For example, you can offer your customers a plan that is 3-5% better than the plan they are on.
- Calculates Profitability and Cost – A cost for each element of each consumer plan is entered into the database. Pricing Genie prices against the cost plan, generating the cost of each customer on that plan, enabling you to analyze the cost and profitability of you plans and customers.
- Improve your rate plans to create the most efficient, appropriate and cost-effective plans for both your customers and your company.
- Identify the types of customers you want included in your analysis by value segment, spending level, contract status, usage type, etc. Then, select those customers using flexible selection criteria.
- Evaluate the revenue effects of new marketing offers by experimenting with different scenarios.
- Monitor your customer base and enhance loyalty by suggesting more appropriate (or less costly) rate plans or services.
- Respond 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.)