



The Experts in Telecoms Data Management

Quick Wins - Quick & Repeatable Wins

Quick Wins – strategies for you to avoid irrational pricing that all of your competitors offer to new customers or customers who have left and come back. Your competitors make lower price offers to acquire or winback customers.

Definition

Irrational Pricing is when acquisition and retention diverge to a point where a company offers a significantly lower price to new or returning customers than it is willing to offer to all current customers.

Consequence

The word always gets out; good customers will learn that they're paying more than new customers; dissatisfaction, and increased churn, are the inevitable results.

Antidote

The antidote to Irrational Pricing is not more price changes; the antidote always involves offering valued services which cost very little to provide, thereby increasing the value provided to customers.

Quick Wins Examples

Some of these value propositions that can be made (without cutting prices) include the following:

- **Auto Alerts** - Large companies, SMEs, families, and individuals can enjoy highly customizable alert notifications. Using network and trending information, the Alert Engine is able to forecast usage and send alert notifications within a set number of days of a billing cycle. The alerts encompass all inbound and outbound traffic, and usage rates are customizable. For example, we can notify your customer when 80% of each usage type is used, or we can notify your customer if they are in danger of exceeding their usage within a selected number of days into the billing cycle. The customer customizes their individual preferences.
- **Parents Preference** - a special feature enabling parents to follow their children's usage. A parent can be notified: if a child's phone is in use beyond designated hours, if their child has visited a new website, or a new 'friend' has been communicating with them.

- **Business Preference** - enables business owners to monitor usage. For example, a business owner may wish to monitor data usage or international roaming on employee phones.
- **Personal Thanks** - Mail a personalized letter to high value customers saying, "We thank you for being a great customer." Include an 800 number that the customer can call if they need special attention. Do not try to sell them anything.
- **Please Help** - Use target market research requests to reduce churn. Send customers a postcard requesting them to go on-line, in your store or via mail to fill out a survey. Say you "Care about their opinion and would like to know what you can do to raise your level of service."
- **Acquisition Genie** - Web-based Take Away Program - Customer uploads a recent bill to the website. Recommend your best plan or a better plan and show the savings. If their current plan is better, you can offer to bill them under their current carrier's plan.
- **Rockin' the SAT** - Vocabulary program designed around music. Five exercises in every song. Twenty songs in all. Perfect for SAT prep. You can offer this program to your customers for free. Let them know that you "Believe and stand behind the value of education."
- **Rewards** - Rewards card for double play and triple play customers
- **Pay Per View** - movie offerings for reduced rates

This is just a small sample of offerings that can be made, that are inexpensive to implement, but add a lot of value to the customer.