COURSE DESCRIPTION
CUSTOMER-CENTRIC PRICING STRATEGIES FOR TELCOS
HIGHLIGHTS

- Highly focused and in-depth training from the experts - including relevant updates from Informa’s extensive research team
- Trainers and programme directors that are experts, industry experienced, and highly accomplished training professionals
- Training outcomes and competency development designed to enable sound business analysis and innovation in pricing

"Customer-centric pricing requires the simultaneous and continuous assessment of product attributes, customer perceptions, and the circumstances of time and place by listening to customers’ actions. It is a means of assuring that the companies assess the value they create for customers and extract that value from the marketplace."

This course is designed to enable delegates to design and implement an effective pricing strategy that focuses on customer value and to optimize revenues and profitability over the long term.

Changing technology, usage and demand patterns mean that fixed and mobile telecommunications companies need to re-orientate pricing paradigms to ensure value is delivered to customers and that customers pay for what they value. The accelerating shift from voice/message based usage to data and “Over The Top” services that by-pass traditional telco business models mean that new pricing models need to be developed centred on customer value. At the same time, operators are being asked to make large investments in higher speed infrastructures such as fibre and 4th and even 5th generation mobile networks. Without a pricing model that captures the value of those networks, it will be had to justify the investment.

This course helps delegates to establish a pricing strategy that is based on true value to consumers of telecoms services in their broadest sense. The course uses cases studies and benchmarks from the telecoms sector along with examples from other leading sectors that make the maximum use of pricing, to demonstrate best practice.

OUTCOMES & COMPETENCY DEVELOPMENT

Participants will develop competencies and knowledge in the following areas:

- Introduction: The impact of changing customer value perceptions on the long-term viability of telecoms organizations
- Key Pricing Tools: Pricing managers need key skills to understand customers and develop pricing strategies to position products in their own portfolio and against the competition
- Pricing and the Customer: Price is one of the key customer touch points – a medium through which the customer experiences, and develops a perception of, the company and its products. That key customer touch point needs careful and deliberate management
- Customer Value Management: Products and customers have lifecycles and the role of pricing changes over time. Again, this requires careful and deliberate management

“The course goes deep into the product pricing life cycle.”

DC, MCEL
SESSION 1 – MARKET TRENDS AND THEIR IMPLICATIONS FOR PRICING
This session examines the key technology and market trends and the effect that they will have on value propositions and where telcos earn their profits
- Transition from voice to data
- OTT – threat or opportunity?
- The importance of customer focus

SESSION 2 – THE PRICING MANAGER’S TOOLBOX
This session examines the key tools a pricing manager needs to develop pricing strategies and tactics
- Knowing your customer – use of internal and external data
- Price Elasticity of Demand
- The Price-Value Map
- Costs and Incremental Costs
- Case Studies

SESSION 3 – COMPETITIVE ANALYSIS
No company prices in a vacuum and must take account of all types of competition, direct and indirect, and how to use price to position themselves in the market
- The changing nature of competition
- Information gathering: primary and secondary research
- The Price-Value Map: Analysing own and competitive products
- Strategic Thinking

SESSION 4 – PRICING AND PRODUCT POSITIONING
The choice of pricing strategy depends on where the company and its products are position in the market. This session examines core pricing strategies and relates them to product positioning
- Skim Pricing: more than most people are prepared to pay
- Neutral: When other features are more important
- Penetration: less than most people are prepared to pay

SESSION 5 – PRICING TACTICS
This session explores some of the key pricing tactics a pricing manager can use to implement their chosen strategy. Amongst the tactics explored are:
- Self-select packages
- Initial discounts
- Bundling
- Loyalty/Retention schemes

SESSION 6 – PRICING “TOUCH POINTS”
Pricing is a key customer touch point, especially in a long-term relationship with the customer. How the customer perceives the telco is very strongly affected by price. This session explore effective use of pricing and billing through the customer life cycle.
- Customer Lifetime Value
- Before purchase
- The initial purchase
- Usage – "My Operator"
- Billing

SESSION 7 – THE PRODUCT LIFE CYCLE
Different pricing strategies and tactics may be adopted at different stages of the product lifecycle and it is important that managers consider how to adapt as their product moves through the cycle
- Introduction
- Early Adopters
- Maturity
- Decline

SESSION 8 – BRINGING IT TOGETHER
This session is a competitive team exercise in which delegates are asked to uses the skills and thinking they have learnt on the course to develop a pricing strategy.
OUR TRAINING SERVICES

TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

School of Telecoms & Tech Business
Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

School of Advanced Communication Technologies
Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

Distance Learning
Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

• Experts in their field
• High level of Industry Experience
• Expert facilitators and training professionals.

All our trainers have undergone a rigorous election process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their Industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNect365 TMT worldwide events.

UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate; a UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry-led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited Post-Graduate Level, with our extensive suite of Distance Learning at Undergraduate Level)

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

CUSTOMISED IN-HOUSE TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training programmes. We take time to understand your requirements, you’ll work with our specialist training team to ensure that we deliver your perfect training programme for your business.

A customised training programme from Telecoms Academy ensures you get a course that precisely matches your organisation’s needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

• Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs.
• Unique industry research – from Ovum’s team of industry leading analysts
• Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
• The most efficient way to train your staff – at the time and location to minimise disruption
• Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
• Pre and post course assessment – can be included in programmes to measure competencies and check on the required progress.

Contact us to discuss how we can build your perfect programme.