

Telecoms & Tech Academy

COURSE DESCRIPTION **CUSTOMER - CENTRIC PRICING STRATEGIES FOR TELCOS**

Format:
Classroom

Duration:
2 Days



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COURSE SUMMARY

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**

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

DC, MCEL

COURSE SUMMARY

“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

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+44 (0)20 7017 4144

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COURSE CONTENTS

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 positioned 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 explores 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 use the skills and thinking they have learnt on the course to develop a pricing strategy.



About Telecoms & Tech Academy

Telecoms & Tech Academy, part of Informa Tech is a leading training partner to the telecoms, media and technology (TMT) industries, having trained more than 30,000 professionals and 500 businesses globally.

We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps faced by telecoms & tech businesses.

Our In-Company Solutions

Expert insight, delivered in a format to suit your needs, to enhance knowledge and drive performance in your team. Our learning & development consultants will work closely with your team to establish your unique business needs and define success measurements.