

# Research Presentation



**Presented by:**

Denzil Dsouza  
Divyansh Chouhan  
Ketki Godse  
Tanishqa Shetty  
Tarang Pande  
Vanshika Srivastava



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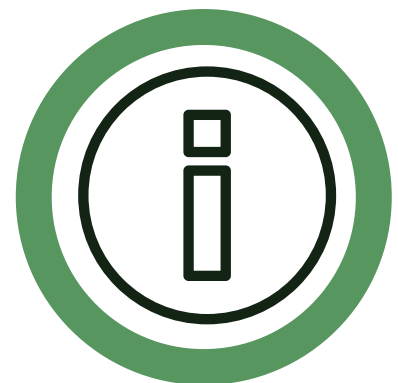
# MINTroduction



**Mint Mobile is a big player in the telecom industry game.**



**Overview of the topics to be covered**



**Significance and relevance of the challenges faced by Mint Mobile**



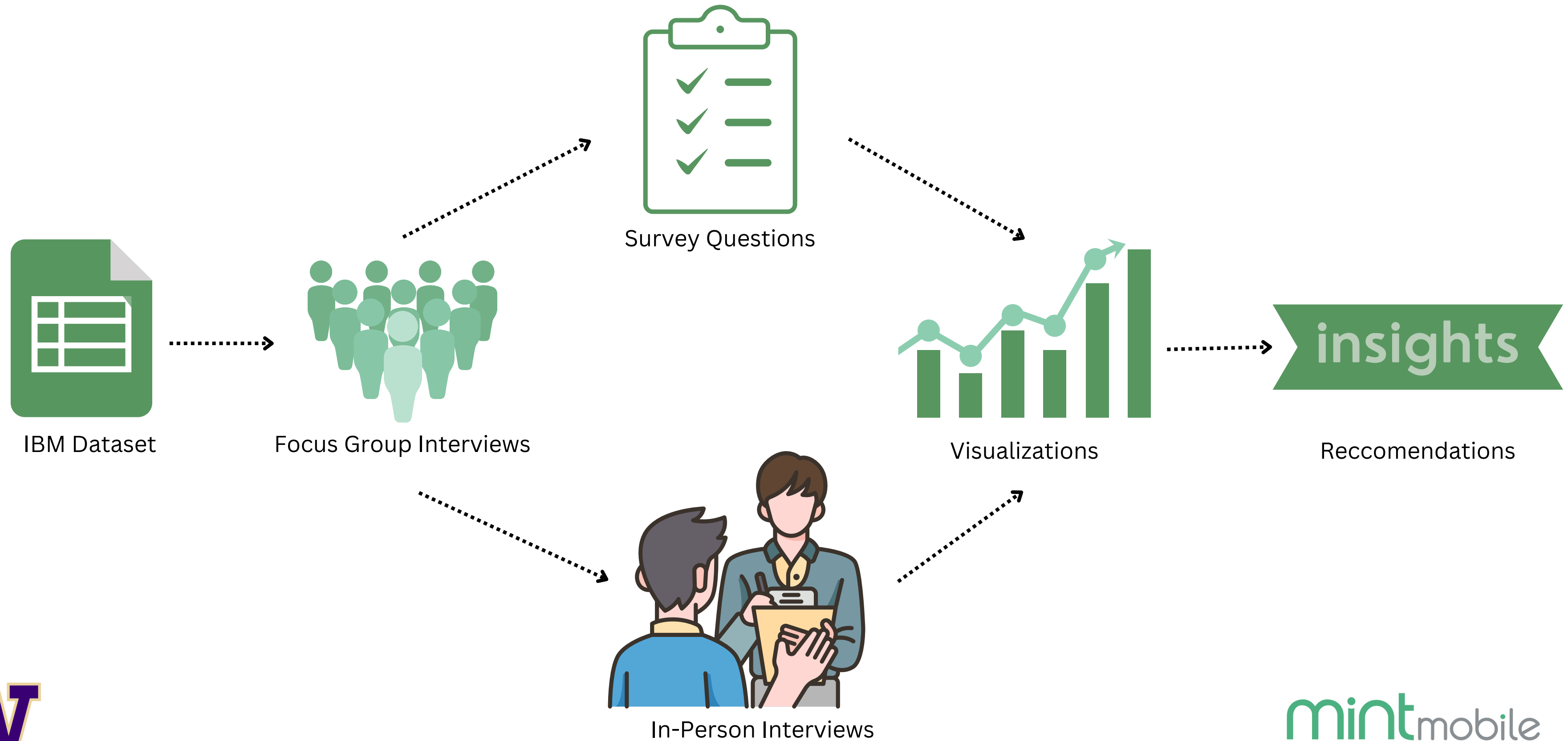
# Revised Problem

## StateMINT

*Mint Mobile experiences high customer churn rates among university students, affecting its revenue and competitive position in the telecom industry.*

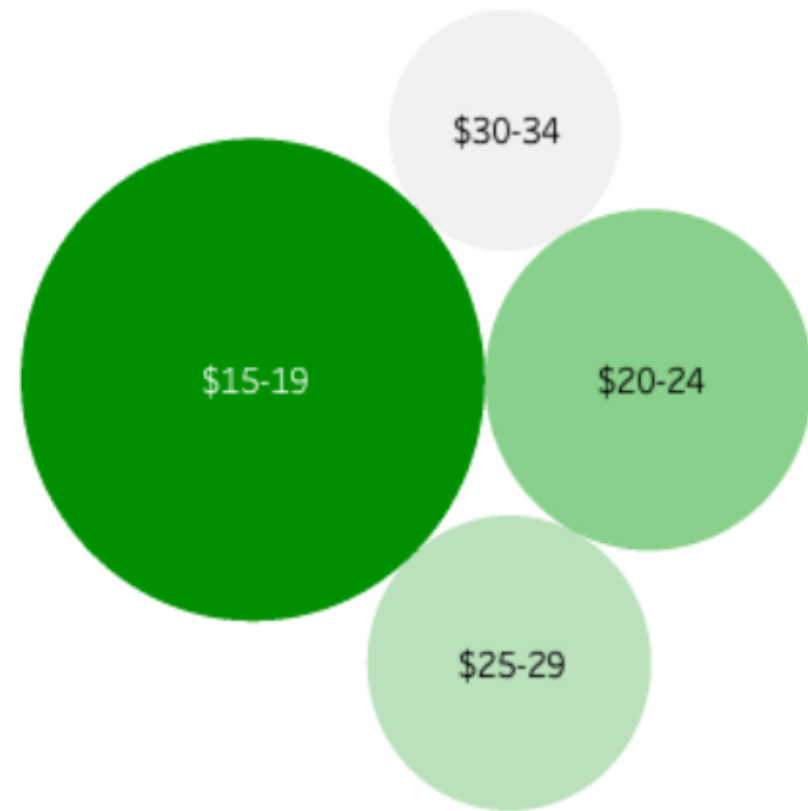


# MINTelligence: Our Research Approach

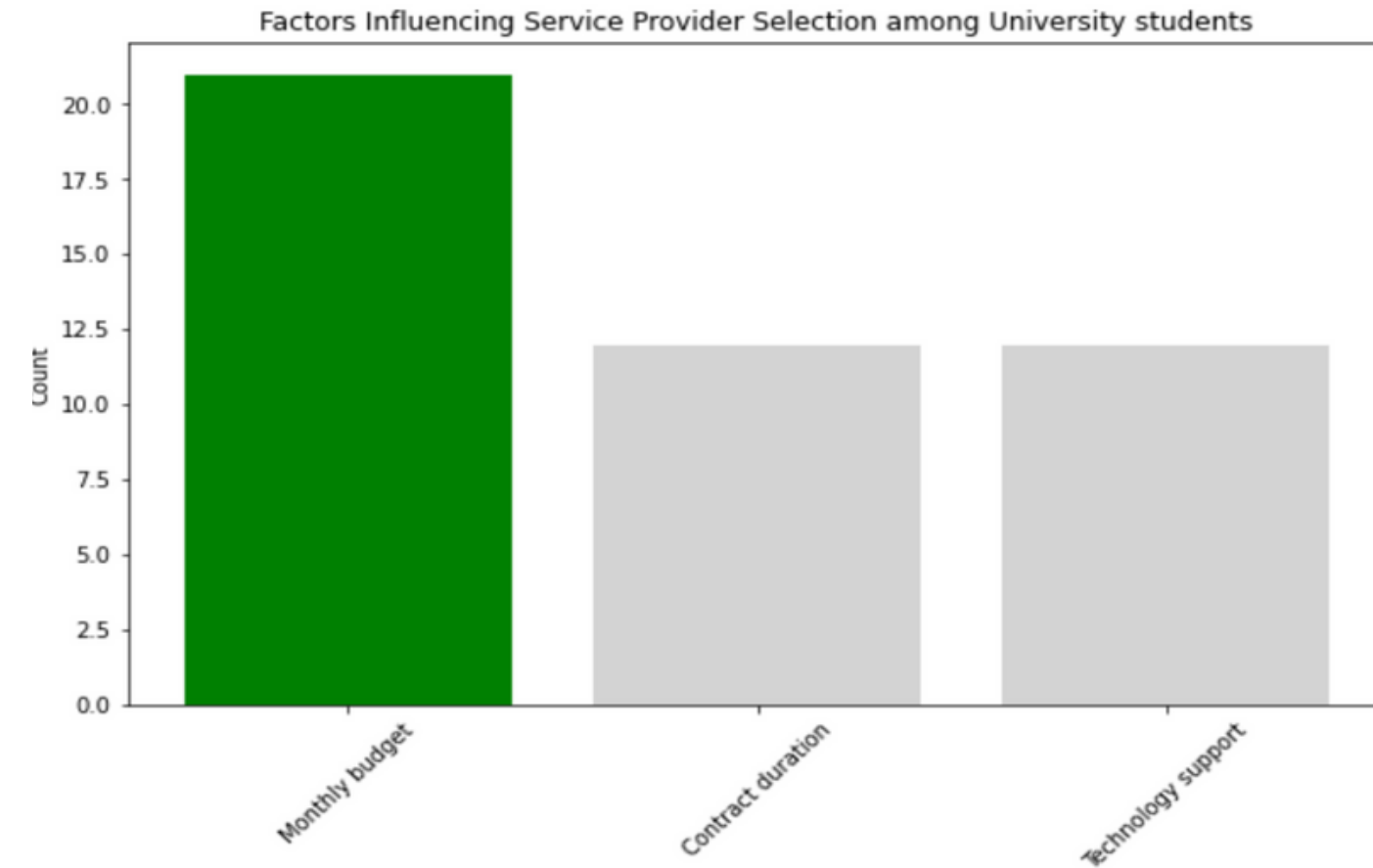


# Budget-Focused MINTset

Monthly plan choices of customers



- The survey data revealed that the most significant factor for university students in selecting a service provider was the "Monthly Budget."
- Factors such as contract duration and technical support had relatively less influence on university students' decision-making process.



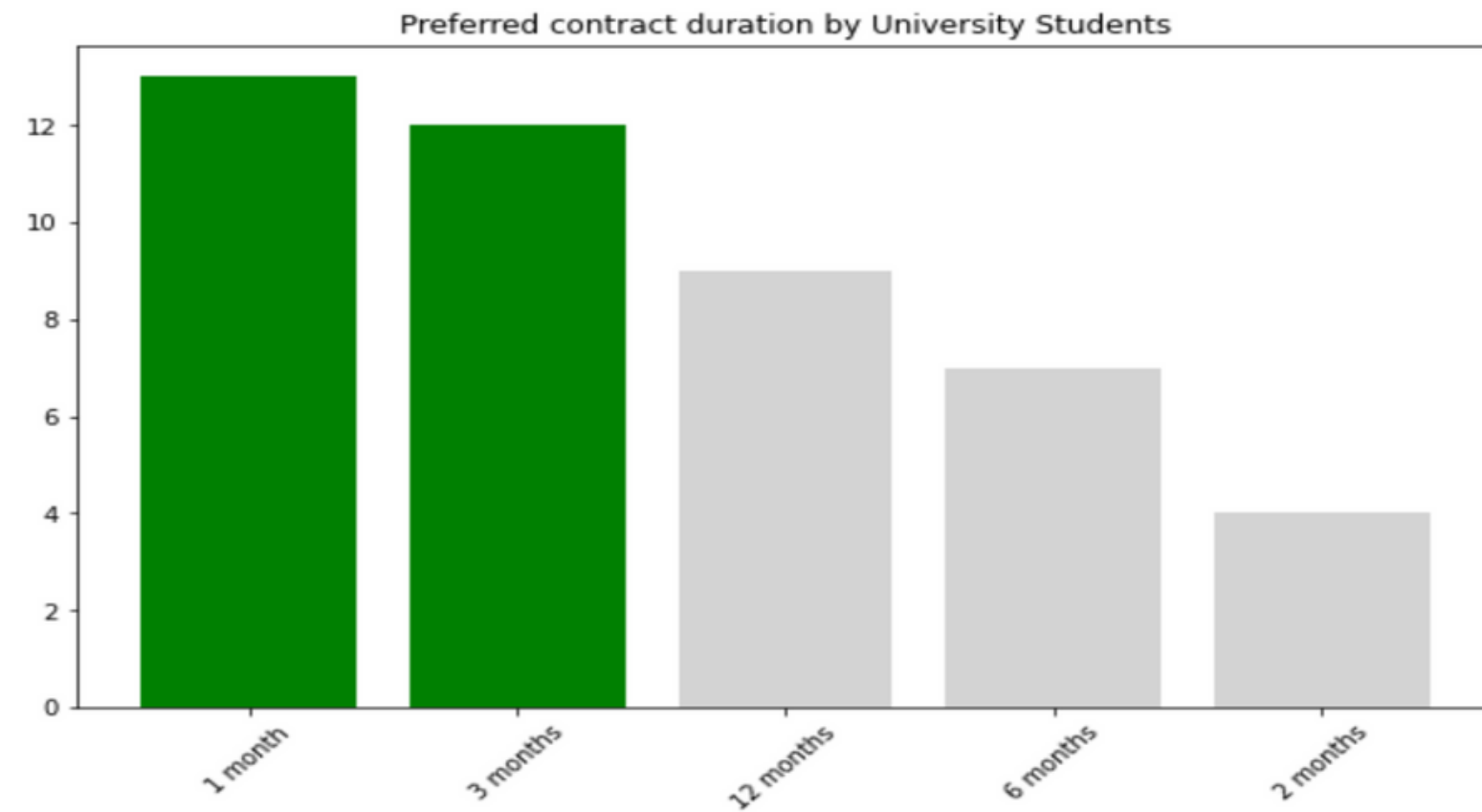
"I CAN ONLY PAY LIKE MAX \$25/ MONTH ON A MOBILE PLAN"

~ university student





# Contract CommitMINT

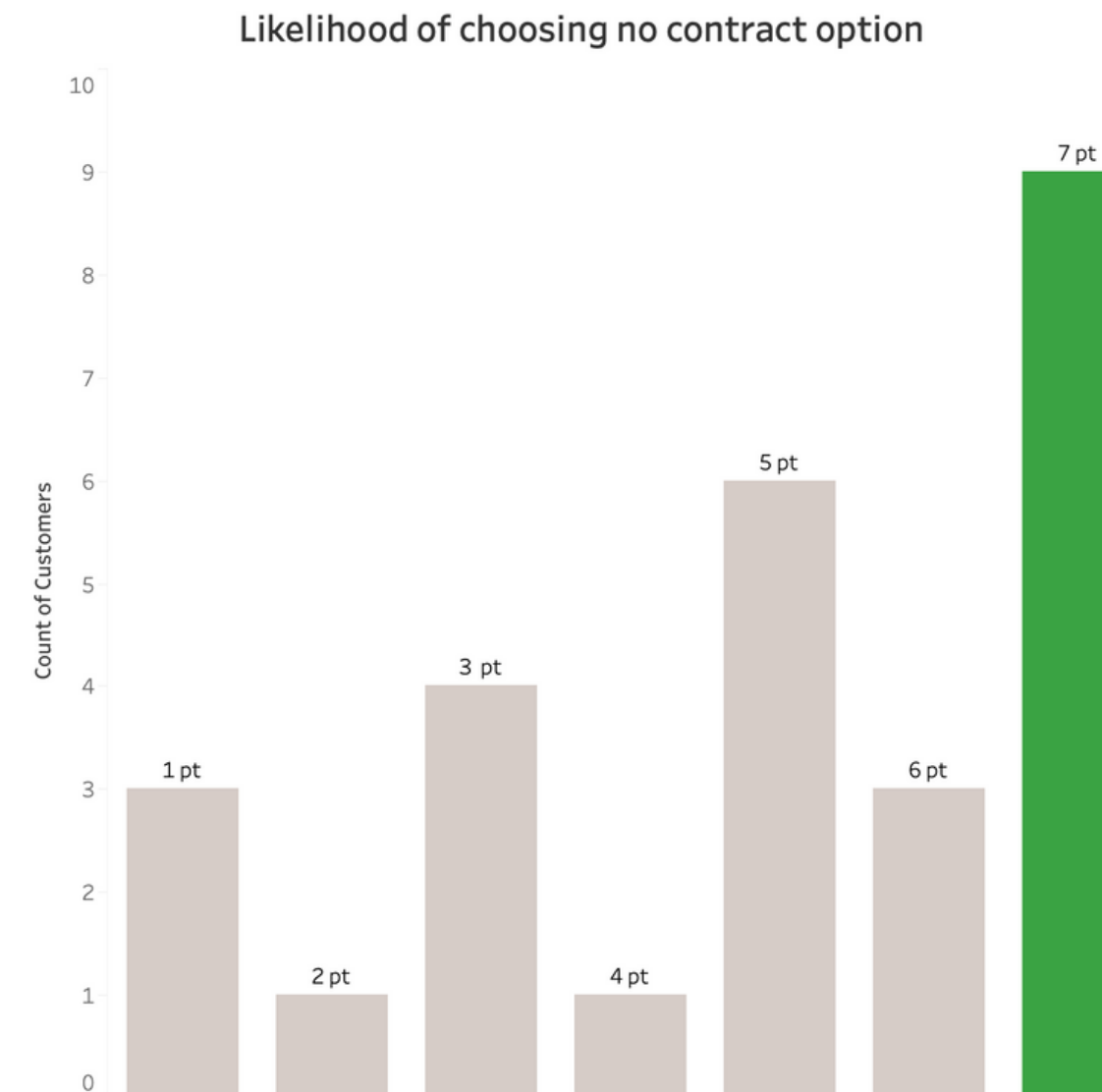


- Students that used Mint but decided to switch, highly preferred the no contract length option with their current providers.
- They also gave preference to shorter contract lengths as compared to longer durations during their time at Mint to avoid paying a larger amount.



"WHEN I LEFT, THEY GAVE ME NO REFUND"

~ frustrated Ex-Mint user



mintmobile

# Network Coverage LiMINTations

"MANY TIMES, I HAD TO USE MY FRIEND'S  
HOTSPOT TO USE ANY APP"

~ frustrated Ex-Mint user

"I COULD NOT USE MAPS ON MY PHONE  
BECAUSE THERE WAS NO NETWORK"

~ frustrated Ex-Mint user

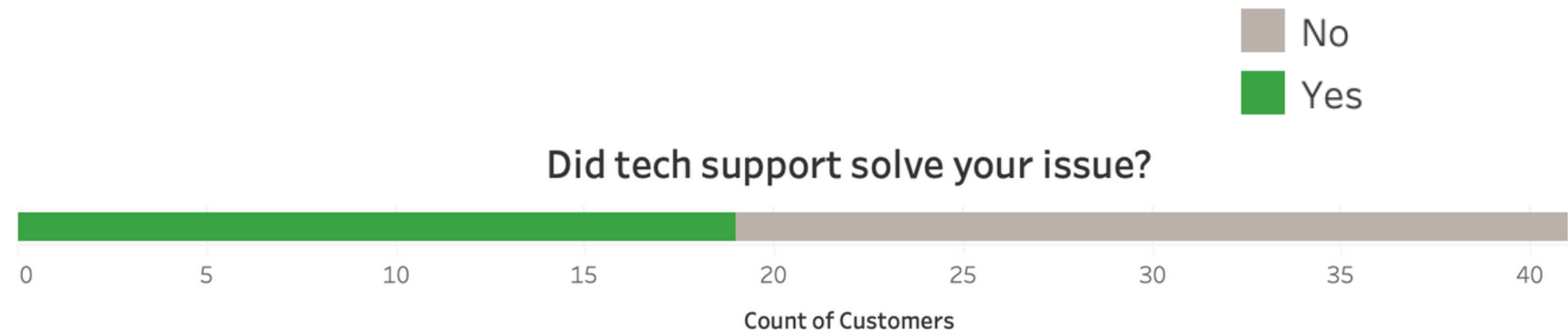
"WHENEVER I WAS IN SUBWAYS OR I WAS TAKING THE  
LINK RAIL, THE SIGNALS WENT MISSING"

~ frustrated Ex-Mint user



mintmobile

# CustoMINT Service

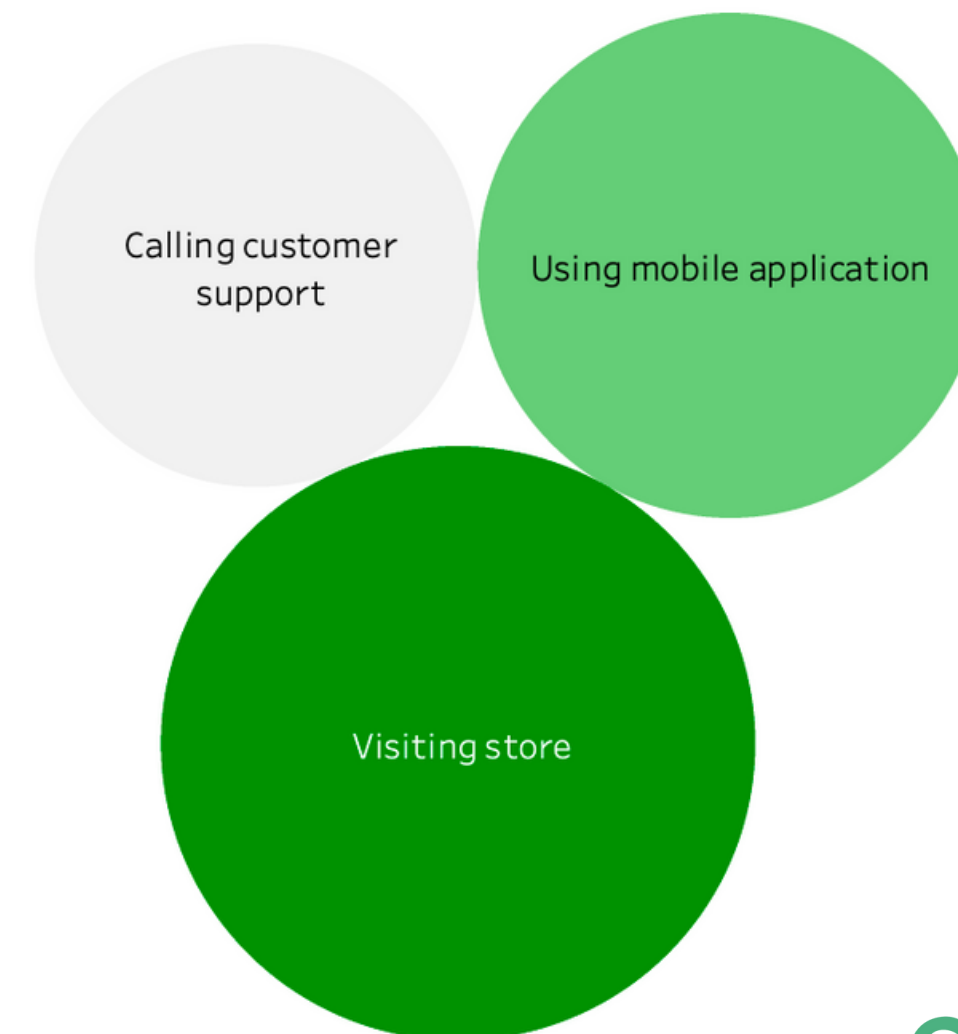


- Tech support has been rated as helpful and not, in almost equal measures by ex-Mint users.
- Students in general prefer visiting the store to explain their issues, than using the mobile app or calling customer support.

"I WAS ON THE CALL FOR TWO, THREE HOURS, AND THEY WERE NOT ABLE TO HELP ME IN ANY WAY"

~ frustrated Ex-Mint user

## Preference while choosing mobile plan





# MINT-MOBILE

"I THINK NOW WITH T MOBILE, THEIR NETWORK WILL PROBABLY IMPROVE"

~ current Mint user

"THEY ARE GOING TO MAINTAIN THE LOW PRICES OF MINT WHICH IS THEIR USP"

~ Ex-Mint user

"T MOBILE HAS VERY GOOD CUSTOMER SERVICE AND NUMEROUS STORES WHICH MINT MAY USE"

~ Ex-Mint user



# LiMINTed Potential: Problems in their Pricing Strategy

## Current Pricing Strategy

Mint currently uses bundled pricing strategy, which lures the users to opt for longer contracts to get affordable rates.

Time Duration	Monthly Charges	Upfront Payment
3 Months	\$25/month	\$75
6 Months	\$20/month	\$120
<b>12 Months</b>	<b>\$15/month</b>	<b>\$180</b>

Current prices of their most popular basic plan



# Is **MINT** mobile's value proposition convincing?

## Problems

- No post paid options
- Longer commitment
- High upfront fees
- No flexibility to change plans

Time Duration	Monthly Charges	Upfront Payment
3 Months	\$25/month	\$75
6 Months	\$20/month	\$120
<b>12 Months</b>	<b>\$15/month</b>	<b>\$180</b>



# RecoMINTation: New Pricing Strategy to Counter High Churn

- Mint should move to competitive pricing strategy, by offering postpaid plans. This will create the psychological effect influencing customer behaviour & spending patterns
- Postpaid plan at starting at \$15/month
- One time assurance fee starting at \$30, to get 7th and last month free. This fee is refundable on prorated basis when you plan to switch carrier.
- Flexibility to change the plans

Month	Fees	Rates
First Month	Assurance Fee	\$30 (one time)
	Monthly Charge	\$15/month
Second Month Onwards	Monthly Charge	\$15/month

New Pricing Plan



New Pricing Plan



Time Duration	Monthly Charges	Upfront Payment
3 Months	\$25/month	\$75
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12 Months	\$15/month	\$180

Current Pricing Plan

Month	Total amount paid by user till date	Total cost to Mint till date	Refundable amount (difference)
1 month	\$45 (\$30+\$15)	\$25 * 1 = \$25	\$20
2 month	\$60	\$25 * 2 = \$50	\$10
3 month	\$75	\$25 * 3 = \$75	\$0
4 month	\$90	\$20 * 4 = \$80	\$10
5 month	\$105	\$20 * 5 = \$100	\$5
6 month	\$120	\$20 * 6 = \$120	\$0
7 month (Free)	\$120	\$15 * 7 = \$105	\$15
8 month	\$135	\$15 * 8 = \$120	\$15 (last month free)
9 month	\$150	\$15 * 9 = \$135	\$15 (last month free)
10 month	\$165	\$15 * 10 = \$150	\$15 (last month free)
11 month	\$180	\$15 * 11 = \$165	\$15 (last month free)
12 month	\$195	\$15 * 12 = \$180	\$15 (last month free)





# The **MINT** Effect on the industry landscape

## Revenue Growth

- Increased Customer Base
- Flexible Pricing
- Attract Cost-Conscious Customers

## Competitive Advantage

- Differentiation from Competitors
- New Customer Acquisition
- Adaptability
- Attractive Options

## Improved Customer Retention

- Flexibility & Affordability
- Rewarding Commitment
- Boost Customer Loyalty
- Lower Churn Rate

## Enhanced Brand Perception

- Customer Satisfaction
- Trust and Loyalty
- Reasonable Pricing
- Transparent Communication



# MINT-astic mobile experience for customers

## Increased Affordability

- Cost Savings
- Affordable Plans
- \$15/month Postpaid Rate
- Attractive Prepaid Options

## Enhanced Flexibility

- No Contracts, More Freedom
- Seamless Carrier Switching
- Flexibility to Suit Your Needs

## Transparent Communication

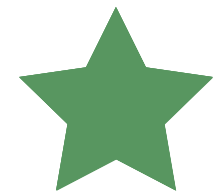
- Pricing Transparency
- Clear Fee Breakdown
- Trust Building

## Incentives for Commitment

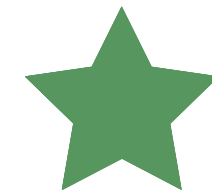
- Rewarding Loyalty
- Free Month Offer
- Value for Commitment



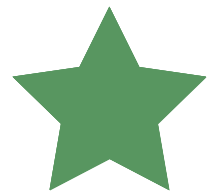
# Beyond the MINT Hype: Limitations



Limited Appeal



Market Perception



Competitive Response



Customer Switching Behavior



Potential Revenue Impact

# References

- Telco Customer Churn. (n.d.). Telco Customer Churn | Kaggle. <https://datasets/blastchar/telco-customer-churn>
- Mint Mobile website
- Mint Mobile (Case Study) – Colin J Ashby. (n.d.). Mint Mobile (Case Study) – Colin J Ashby. <https://colinjashby.com/mintmobile/>



THANK YOU!

