

Key insights from customer survey

Around 63% of people below age of 30 want to upgrade their phones every 12 months.

60% said that upfront cost was the most important factor when deciding what phone to buy so leasing plan will help them to explore new technology by replacing their phone after certain period.

71% of customers want to upgrade more frequently if the price seems good to them.

Customer will get fascinated towards new leasing prices plan, due to the following reason:

1. This plan allows then to use the latest technology with all-expense related to the phone at a price that is equal to the price of a new phone if they buy.
2. The monthly phone plan is also so affordable with the benefit of a new lease handset.

Changes I will suggest in this plan is -

1. We can make SMS unlimited as nowadays everybody uses social platform such as WhatsApp for messaging, so they need a data pack for that. So as a result they don't use SMS pack much. Making SMS unlimited don't contribute to loss of company and this will fascinated customer more towards plan more.
2. We can also add 2 to 3 plans related to insurance with different benefits. It will be completely on customers to select which insurance plan they want to adapt with this monthly plan. The plan price will increase with insurance facilities and this will serve towards the profit of a company.

By making this change in plan can increase the revenue metric of the company hence as a result contributing to an increase in profitability metric.

Plan name:

Lease&Ring will be a perfect name for this plan to attract the customer.