

A woman with long brown hair is looking down at a tablet computer. She is wearing a dark patterned shirt. The background is a blurred city street at night with bokeh lights. The entire image has a blue overlay.

STRATEGY CONSULTING

TASK 3: UNDERSTANDING CONSUMER NEEDS

WHAT THE CUSTOMERS WANT

- Customers want easy upgradable plans where they can upgrade their phone every 24 months, on average. The survey statistics show that 48% of the customers currently upgrade their handsets every 24 months. Furthermore, around 26% upgrade their handsets every 12 months.
- Aggressive pricing of the plans to combat the possibility of customers changing carriers. 45% of the customers revealed that they would be willing to change carrier if they would be saving 10-20%.
- Upgrade plans should be cost effective as about 71% of the customers believe that they would upgrade even before 24 months if the upgrade plans are reasonable.
- It is well observed that the upfront cost is an essential parameter when one considers buying a handset. Thus, leasing plans should be drafted in such a way, as to reduce the upfront costs and offer flexibility.



EVALUATING THE TARGET SEGMENT

ANALYSING THE SURVEY DATA

- 63% of users below 30 willing to lease handset with 12 month upgradable option.
- 92% never brought any insurance.
- 58% usually trade-in their phones, while 32% keep the old phones.
- 46% would not like to pay more than \$500 upfront.
- 71% would love upgrade plans lesser than the 24 month duration.

Thus, upon thorough evaluation, it seems that having lucrative offers on trade-in and effective upgrade plans would pander well to the age group below 30.

Insurance plans would be a stretch as most customers prefer not to purchase any.

Overall, the target base should be **people below 30, who would be looking to upgrade phones frequently.**

