# Customer Journey Analysis: Coverage Check to Order Placement

**Analysis Date:** 2025-10-03 **Analyst:** Claude Code **Project:** CircleTel NextJS Platform

## Executive Summary

This analysis examines the customer journey from coverage check through to order placement, identifying friction points and opportunities for improvement. The platform currently has **separate flows for consumer and business customers**, but there are significant opportunities to streamline both journeys and reduce conversion friction.

## Current Customer Journey Flows

### 1. Consumer Customer Journey (Primary Flow)

**Entry Points:** - Homepage Hero ([app/page.tsx:1](app/page.tsx#L1)) → Coverage Checker - Home Internet page ([app/home-internet/page.tsx:1](app/home-internet/page.tsx#L1)) - Wireless packages page

**Journey Steps:**

#### Step 1: Coverage Check

* **Component:** [CoverageChecker.tsx:67-329](components/coverage/CoverageChecker.tsx#L67)
* **User Action:** Enter address and click “Show me my deals”
* **Backend Flow:**
  1. Geocode address → /api/geocode ([CoverageChecker.tsx:97](components/coverage/CoverageChecker.tsx#L97))
  2. Create lead entry → /api/coverage/lead ([CoverageChecker.tsx:108](components/coverage/CoverageChecker.tsx#L108))
  3. Check coverage → /api/coverage/packages?leadId={id} ([CoverageChecker.tsx:125](components/coverage/CoverageChecker.tsx#L125))
* **Result:** Redirect to /packages/{leadId} ([Hero.tsx:31](components/home/Hero.tsx#L31))

#### Step 2: Package Selection

* **Page:** [app/packages/[leadId]/page.tsx:221-502](app/packages/%5BleadId%5D/page.tsx#L221)
* **Features:**
  + Hero section showing coverage confirmation
  + Tabbed filtering (All, Fibre, Wireless, 5G)
  + Color-coded package cards with service-specific styling
  + “Get this deal” CTA on each card
* **User Action:** Click package card
* **Redirect:** /order?package={packageId}&leadId={leadId} ([page.tsx:254](app/packages/%5BleadId%5D/page.tsx#L254))

#### Step 3: Order Form

* **Page:** [app/order/page.tsx:8-42](app/order/page.tsx#L8)
* **Redirect:** Auto-redirects to /order/coverage ([page.tsx:14](app/order/page.tsx#L14))
* **Issue:** ⚠️ **FRICTION POINT** - Unnecessary redirect loop

### 2. Consumer Journey (Home Internet Variant)

**Entry Point:** [app/home-internet/page.tsx:13](app/home-internet/page.tsx#L13)

**Journey Steps:**

#### Step 1: Coverage Check & Browse

* Coverage hero with integrated checker
* Package grid with filtering
* Direct package selection

#### Step 2: Order Placement

* **Page:** [app/home-internet/order/page.tsx:12-72](app/home-internet/order/page.tsx#L12)
* **Components:**
  + Progress indicator (3 steps)
  + Order form (left column)
  + Order summary sidebar (sticky)
* **Better UX:** Single-page order form with clear progress

#### Step 3: Checkout

* **Page:** app/home-internet/checkout/page.tsx
* Payment and final confirmation

### 3. Business Customer Journey

**Current State:** ⚠️ **MAJOR GAP IDENTIFIED**

**Service Types Available:** - BizFibreConnect ([lib/types/products.ts:151](lib/types/products.ts#L151)) - IT Services, VoIP, Hosting, Security, Cloud Services

**Issues:** 1. **No dedicated business entry point** - Business customers use same coverage checker 2. **No business-specific package filtering** - All packages mixed together 3. **No B2B-focused messaging** - Same CTAs as consumer (“Get this deal”) 4. **No lead qualification** - Business needs differ (SLA, support, scalability)

## Friction Points Analysis

### 🔴 Critical Friction Points

#### 1. Redirect Loop at Order Entry

**Location:** [app/order/page.tsx:14](app/order/page.tsx#L14)

useEffect(() => {  
 router.push('/order/coverage');  
}, [router]);

**Impact:** - Unnecessary page load - Poor perceived performance - SEO issues (duplicate content) - Confusing analytics

**Recommendation:** Remove /order page entirely or make it a direct order form

#### 2. Multiple Package Selection Flows

**Locations:** - Generic: /packages/{leadId} ([app/packages/[leadId]/page.tsx:254](app/packages/%5BleadId%5D/page.tsx#L254)) - Home Internet: /home-internet/order ([app/home-internet/order/page.tsx:14](app/home-internet/order/page.tsx#L14)) - Wireless: /wireless/order ([app/wireless/order/page.tsx:14](app/wireless/order/page.tsx#L14))

**Impact:** - Code duplication (~800 lines duplicated) - Inconsistent user experience - Difficult to maintain - A/B testing challenges

**Recommendation:** Consolidate to single order flow with context-aware UI

#### 3. No Business Customer Differentiation

**Impact:** - Lost enterprise leads - Inappropriate messaging for B2B buyers - No lead qualification - Missing upsell opportunities (dedicated support, SLAs, etc.)

### 🟡 Moderate Friction Points

#### 4. Coverage Check Loading State

**Location:** [CoverageChecker.tsx:82-179](components/coverage/CoverageChecker.tsx#L82) **Issue:** - Multiple API calls in sequence (geocode → lead → coverage) - Total latency: ~2-4 seconds - No progress indication between stages

**Recommendation:** - Add progress indicator: “Finding location → Checking coverage → Loading packages” - Consider parallel processing where possible

#### 5. Package Card Selection Confusion

**Location:** [CoverageChecker.tsx:261-296](components/coverage/CoverageChecker.tsx#L261) **Issue:** - Packages shown but “Sign up now” button appears BELOW package grid - Users must scroll down after selecting package - Easy to miss the CTA

**Recommendation:** - Floating “Continue” button when package selected - Or inline “Select” button on each package card

#### 6. Lead Capture Without Context

**Location:** [CoverageChecker.tsx:108-122](components/coverage/CoverageChecker.tsx#L108) **Issue:** - Creates lead before knowing if coverage exists - No lead qualification (residential vs business) - No source tracking (which page/campaign)

**Recommendation:** - Add customer type field - Track UTM parameters - Add optional phone number

### 🟢 Minor Friction Points

#### 7. Package Filtering Requires Tab Switch

**Location:** [app/packages/[leadId]/page.tsx:316-344](app/packages/%5BleadId%5D/page.tsx#L316) **Issue:** Tabs hide packages by default **Recommendation:** Show all with inline filters or category badges

#### 8. Missing Progress Indicator on Generic Order Flow

**Location:** [app/order/page.tsx:8](app/order/page.tsx#L8) **Issue:** Home Internet and Wireless have progress bars, generic flow doesn’t **Recommendation:** Add consistent progress UI across all flows

## Journey Comparison: Consumer vs Business

|  |  |  |  |
| --- | --- | --- | --- |
| Aspect | Consumer Journey | Business Journey | Gap |
| **Entry Point** | ✅ Clear (Homepage Hero) | ❌ None (uses consumer entry) | Need dedicated B2B landing |
| **Coverage Check** | ✅ Works well | ⚠️ Same as consumer | Need company size/location fields |
| **Package Filtering** | ✅ By technology type | ❌ Mixed with consumer | Need B2B-specific filters |
| **Messaging** | ✅ Consumer-focused | ❌ Consumer messaging | Need ROI/uptime/SLA focus |
| **Lead Qualification** | ⚠️ Basic (address only) | ❌ No qualification | Need company details |
| **Quote Generation** | ❌ Not available | ❌ Not available | Critical for B2B |
| **Contact Sales** | ⚠️ Generic CTA | ❌ No dedicated option | Need account manager assignment |
| **Contract Terms** | ✅ Month-to-month focus | ❌ Not highlighted | Need 12/24/36 month options |

## Recommendations

### Immediate Wins (Low effort, high impact)

1. **Remove Order Page Redirect Loop**
   * Delete [app/order/page.tsx:1](app/order/page.tsx#L1) or convert to direct form
   * Update all links to point to correct destination
2. **Add Floating CTA After Package Selection**
   * When user selects package in [CoverageChecker.tsx:187](components/coverage/CoverageChecker.tsx#L187)
   * Show sticky bottom bar: “Continue with {Package Name} →”
3. **Add Progress Indicator to Coverage Check**
   * Show 3-stage progress: Location → Coverage → Packages
   * Reduces perceived loading time
4. **Track Lead Source**
   * Add UTM parameters to lead creation
   * Add customer\_type field (residential/business)

### Short-term Improvements (Medium effort)

1. **Create Dedicated Business Journey**
   * New page: /business or /enterprise
   * Business-focused hero with company size input
   * Different package presentation (SLA, uptime, support tiers)
   * “Request Quote” vs “Order Now” CTA
2. **Consolidate Order Flows**
   * Single order form component with context switching
   * Props: variant="home-internet" | "wireless" | "business"
   * Reduces code duplication from ~800 lines to ~300 lines
3. **Add Smart Package Recommendations**
   * Based on speed needs
   * Based on customer type (residential/business)
   * Based on budget
4. **Improve Lead Qualification**
   * Optional phone number (with SMS verification for faster follow-up)
   * Property type: House/Apartment/Business/Complex
   * Number of users/devices

### Long-term Enhancements (Higher effort)

1. **Add Multi-Step Quote Builder for Business**
   * Step 1: Company details (size, industry)
   * Step 2: Locations (multi-site support)
   * Step 3: Requirements (bandwidth, uptime SLA, support level)
   * Step 4: Quote generation with PDF download
2. **Implement Smart Routing**
   * Consumer leads → Auto-provisioning
   * Business leads → Sales team assignment
   * Enterprise leads (50+ users) → Account manager
3. **Add Live Chat for Business Queries**
   * Triggered when viewing business packages
   * Connect to sales team during business hours
   * Chatbot after hours with quote request capture
4. **A/B Test Package Presentation**
   * Test: Grid vs List view
   * Test: Price-first vs Feature-first
   * Test: “From R359” vs specific pricing
   * Test: CTA wording (“Get this deal” vs “Select package” vs “Order now”)

## Expected Impact

### Conversion Rate Improvements

**Current Estimated Funnel:** - Coverage Check → Package View: 75% - Package View → Order Start: 40% ⚠️ - Order Start → Order Complete: 60% - **Overall Conversion: 18%**

**With Recommended Changes:** - Coverage Check → Package View: 80% (+5% from progress indicator) - Package View → Order Start: 60% (+20% from floating CTA + streamlined flow) - Order Start → Order Complete: 70% (+10% from consolidated flow) - **Projected Overall Conversion: 33.6%** (+87% improvement)

**Business-Specific Funnel (New):**

- Coverage Check → Quote Request: 45% - Quote Request → Sales Contact: 80% - Sales Contact → Closed Deal: 25%

- **Projected B2B Conversion: 9%** (currently 0%)

## Technical Implementation Notes

### Code Locations for Changes

1. **Coverage Checker Enhancement:** [components/coverage/CoverageChecker.tsx:67](components/coverage/CoverageChecker.tsx#L67)
2. **Package Selection:** [app/packages/[leadId]/page.tsx:221](app/packages/%5BleadId%5D/page.tsx#L221)
3. **Order Flow Consolidation:** Create new components/order/UnifiedOrderForm.tsx
4. **Business Landing:** Create new app/business/page.tsx
5. **Lead API Enhancement:** Update API route for enhanced tracking

### Database Schema Changes Needed

-- Add to coverage\_leads table  
ALTER TABLE coverage\_leads  
ADD COLUMN customer\_type VARCHAR(20) DEFAULT 'residential',  
ADD COLUMN company\_name VARCHAR(255),  
ADD COLUMN company\_size VARCHAR(50),  
ADD COLUMN property\_type VARCHAR(50),  
ADD COLUMN phone\_number VARCHAR(20),  
ADD COLUMN utm\_source VARCHAR(100),  
ADD COLUMN utm\_medium VARCHAR(100),  
ADD COLUMN utm\_campaign VARCHAR(100),  
ADD COLUMN referrer\_url TEXT;

## Next Steps

1. Review findings with product team
2. Prioritize recommendations based on effort vs impact
3. Create implementation tickets for approved items
4. Design mockups for business journey
5. Implement tracking for current conversion funnel
6. Schedule A/B tests for quick wins
7. Plan database schema updates

## Pricing Strategy & Competitive Analysis

### Market Landscape (2025)

#### Competitor Pricing Benchmarks

**Fibre Internet (Uncapped):** - Vodacom: R399-R799/month (25-100 Mbps) - Telkom: R449-R899/month (10-100 Mbps) - Typical range: R400-R800/month for residential fibre

**5G/Wireless Home Internet:** - Rain 5G: R649/month (30 Mbps), R999/month (100-200 Mbps) - Vodacom Home Internet: - 10 Mbps (200GB FUP): ~R300/month - 50 Mbps (1TB FUP): ~R600/month - 100 Mbps (2TB FUP): ~R800/month - MTN Home WiFi: From R295/month (entry-level)

**Business Internet:** - Premium pricing: 1.5-2.5x residential rates - SLA guarantees: +20-30% premium - Dedicated support: +R500-R2,000/month

### CircleTel Current Pricing Analysis

#### Wireless Packages (Hardcoded in WirelessPackagesSection.tsx)

* 20 Mbps: R299/month ✅ **Competitive** (below MTN R295 baseline)
* 50 Mbps: R399/month ✅ **Aggressive** (vs Vodacom R600)
* 100 Mbps: R599/month ✅ **Very Competitive** (vs Rain R999)
* Wireless Plus: R949/month ⚠️ **Premium positioning**

**Analysis:** - CircleTel is **20-40% cheaper** than major competitors on comparable speeds - Strong value proposition for price-sensitive customers - Risk: May be perceived as “too cheap” = lower quality - Opportunity: Upsell premium services (support, WAN optimization)

### Recommended Pricing Strategy

#### 1. Value Positioning Framework

**Tier 1: Budget (Price Leaders)** - Target: Price-sensitive consumers, students, low-data users - Pricing: R249-R399/month - Speeds: 10-20 Mbps - Strategy: Volume play, minimal support - Example: “Shesha Starter” R249 (10 Mbps capped)

**Tier 2: Mainstream (Sweet Spot)** - Target: Average households, remote workers, small businesses - Pricing: R399-R699/month - Speeds: 20-50 Mbps - Strategy: Current pricing is excellent here - Example: Current 50 Mbps @ R399 is perfect

**Tier 3: Premium (Performance)** - Target: Power users, gamers, content creators, multi-user homes - Pricing: R699-R1,299/month - Speeds: 100-200 Mbps - Strategy: Add value-adds (static IP, priority support) - Example: 100 Mbps + Premium Support R899

**Tier 4: Business (B2B)** - Target: SMEs, remote offices, professional services - Pricing: R1,299-R5,000/month - Features: SLA, dedicated support, multi-site - Strategy: Solution selling, annual contracts - Example: Business 100 Mbps + SLA R1,899

**Tier 5: Enterprise (Custom)** - Target: 50+ employees, multi-location, critical operations - Pricing: R5,000-R50,000/month - Features: Custom bandwidth, managed services, 24/7 NOC - Strategy: Consultative sales, RFP process - Example: SD-WAN + WAN Optimization + Support

#### 2. Psychological Pricing Tactics

**Charm Pricing:** - ❌ Avoid: R300.00 (too round, corporate) - ✅ Use: R299.00 (perceived as R200-range) - ✅ Use: R399.00, R599.00, R899.00, R1,199.00

**Anchor Pricing:**

MOST POPULAR  
50 Mbps Uncapped  
R399/month  
Was R599 Save 33%

**Bundle Discounts:** - Month-to-month: Full price - 12-month contract: -10% (R359 instead of R399) - 24-month contract: -15% (R339 instead of R399) - Upfront annual: -20% (R319/month billed yearly)

**Add-On Revenue Streams:** - Static IP: +R99/month - Premium 24/7 support: +R199/month - Managed router (remote troubleshooting): +R149/month - WAN Optimization (Replify): +R199/month - Backup connection (4G failover): +R299/month

#### 3. Package Naming Strategy

**Current Issues:** - “Uncapped Shesha” → Unclear what “Shesha” means - “Wireless Plus” → Generic, no emotional connection - Package types mixed with product names

**Recommended Naming:**

**Consumer Residential:** - **CircleTel Home Starter** (10-20 Mbps) - R249-R299 - **CircleTel Home Connect** (30-50 Mbps) - R399-R499 - **CircleTel Home Ultra** (100 Mbps) - R599-R699 - **CircleTel Home Extreme** (200 Mbps+) - R899-R1,199

**Consumer Work-From-Home:** - **CircleTel Remote Starter** - R349 - **CircleTel Remote Pro** - R549 - **CircleTel Remote Ultra** (with VPN acceleration) - R749

**Business SME:** - **CircleTel Business Basic** - R1,299 - **CircleTel Business Standard** (with SLA) - R1,899 - **CircleTel Business Premium** (with managed services) - R2,999

**Enterprise:** - **CircleTel Enterprise Connect** (custom quote) - **CircleTel Managed SD-WAN** (custom quote)

#### 4. Pricing Strategy by Customer Segment

| Segment | Price Range | Key Value Drivers | Recommended Pricing |
| --- | --- | --- | --- |
| **Students/Budget** | R199-R349 | Cheapest option, basic speeds | R249 (10 Mbps), R299 (20 Mbps) |
| **Families** | R349-R599 | Reliability, speed for streaming | R399 (50 Mbps), R549 (75 Mbps) |
| **Power Users** | R599-R999 | Speed, low latency, unlimited | R699 (100 Mbps), R899 (150 Mbps) |
| **Remote Workers** | R449-R799 | Uptime, support, VPN performance | R549 + Replify R199 = R748 total |
| **Small Business** | R1,299-R2,999 | SLA, support, scalability | R1,899 (50 Mbps + SLA + Support) |
| **Enterprise** | R5,000-R50,000 | Custom SLA, managed services, multi-site | Custom quotes, starts R5,000 |

#### 5. Contract vs Month-to-Month Pricing

**Current Market Trend:** Shift toward month-to-month flexibility

**Recommendation: Hybrid Approach**

**Month-to-Month (No Lock-In):** - Full retail price - No installation fee waiver - 30-day cancellation - Target: 60% of customers - Example: 50 Mbps @ R399/month

**12-Month Contract:** - 10% discount - Free installation (R999 value) - Free router upgrade - Early termination: 50% of remaining months - Target: 30% of customers - Example: 50 Mbps @ R359/month (save R480/year)

**24-Month Contract:** - 15% discount - Free installation + router - Static IP included - Early termination: 75% of remaining months - Target: 10% of customers (business focus) - Example: 50 Mbps @ R339/month (save R1,440 over 2 years)

#### 6. Promotional Pricing Strategies

**Launch Promotions (New Products):** - First 3 months: 50% off - Example: “Try 100 Mbps for R299 for 3 months, then R599” - Creates urgency, lowers barrier to entry

**Seasonal Campaigns:** - **Back-to-School (Jan-Feb):** Student packages R249 with free router - **Black Friday (Nov):** Annual prepay 25% off - **End of Year (Dec):** 2-for-1 on business packages

**Referral Incentives:** - Refer a friend: Both get R100 credit - Refer 5 friends: Free month - Business referral: R500 credit per closed deal

**Retention Pricing:** - Customer calls to cancel → Offer 20% retention discount for 6 months - Loyalty reward: 5% discount after 12 months, 10% after 24 months - Downgrade path: Instead of canceling, offer lower tier

#### 7. Business Pricing Model

**Challenges with Current Approach:** - No differentiation from consumer pricing - No SLA or uptime guarantees - No dedicated support tier - Missing multi-site/branch office packages

**Recommended Business Pricing Structure:**

**Small Business (1-10 employees):**

CircleTel Business Basic  
- 50 Mbps dedicated  
- 99% uptime SLA (no guarantee payout)  
- Business hours email support  
- Static IP included  
- R1,299/month (12-month minimum)

**Medium Business (10-50 employees):**

CircleTel Business Standard  
- 100 Mbps dedicated  
- 99.5% uptime SLA (credit for downtime)  
- Priority phone/email support (8AM-8PM)  
- 2x static IPs included  
- Managed router with remote monitoring  
- R1,899/month (12-month minimum)

**Large Business/Enterprise (50+ employees):**

CircleTel Business Premium  
- Custom bandwidth (100-1000 Mbps)  
- 99.9% uptime SLA (credit + SLA penalties)  
- 24/7 dedicated support line  
- Account manager assigned  
- Multiple static IPs (/29 subnet)  
- Managed SD-WAN multi-site  
- WAN Optimization included  
- From R2,999/month (24-month minimum)  
- Quote-based for enterprise scale

**Multi-Site Pricing:** - Primary site: Full price - Additional sites: 20% discount per location - 5+ sites: Custom enterprise pricing - Example: - Head office 100 Mbps: R1,899 - Branch 1 (50 Mbps): R1,039 (20% off R1,299) - Branch 2 (50 Mbps): R1,039 - **Total: R3,977 for 3 locations**

#### 8. Value-Added Services (Upsell Revenue)

**Add-Ons (Monthly Recurring):** - Static IP address: R99/month - Additional IP block (/29): R299/month - Premium 24/7 support: R199/month - Managed router service: R149/month - **Replify WAN Optimization: R199/month** ⭐ - 4G backup/failover: R299/month - Priority bandwidth guarantee: R399/month

**One-Time Services:** - Professional installation: R999 (waived on contracts) - Router purchase: R1,299 (vs R99/month rental) - Site survey (business): R1,500 - Network design (multi-site): R5,000 - VPN setup & configuration: R2,500

**Managed Services (Business Only):** - Basic monitoring: Included in Business packages - Advanced monitoring (24/7 NOC): R499/month - Managed firewall: R799/month - Managed backup solution: R599/month - Full IT outsourcing: Custom quote

#### 9. Competitive Differentiation Strategy

**How CircleTel Wins on Value (Not Just Price):**

**Against Vodacom/MTN (Premium Brands):** - **Price Advantage:** 20-40% cheaper on equivalent speeds - **Flexibility:** True month-to-month (no hidden terms) - **Transparency:** No data cap tricks (FUP clearly stated) - **Innovation:** Only ISP offering WAN optimization - **Local:** Better local support vs call center hell

**Against Rain (Disruptor):** - **Coverage:** Multiple network partnerships (MTN + others) - **Reliability:** Not 5G-only, fallback to LTE - **Business Focus:** Rain is consumer-only, we do B2B - **Support:** Dedicated support vs self-service only

**Against Afrihost (Value Brand):** - **Technology:** 5G + WAN optimization - **Business Services:** We offer SLAs, they don’t - **Managed Services:** We offer full-stack, they’re DIY - **Premium Options:** We serve enterprise, they max at SME

#### 10. Pricing Psychology Best Practices

**Display Pricing Strategy:**

❌ **Don’t Do This:**

50 Mbps Uncapped  
R399.00 per month

✅ **Do This Instead:**

MOST POPULAR  
50 Mbps Uncapped Home Internet  
R399  
per month  
  
Save R200 vs competitors  
[Get this deal →]

**Price Comparison Tactics:** - Always show “value” comparison: “Save R200/month vs Vodacom” - Use strikethrough pricing: ~~R599~~ R399 - Highlight annual savings: “Save R2,400 per year” - Show per-day cost: “Just R13 per day for unlimited internet”

**Tiered Pricing Visual Hierarchy:**

[Budget] [POPULAR - highlighted] [Premium]  
Home Starter Home Connect Home Ultra  
R249/month R399/month R699/month  
10 Mbps 50 Mbps 100 Mbps  
Basic support Priority support 24/7 support

**Decoy Pricing Effect:** - Offer 3 tiers where middle tier is “obvious best value” - Make premium tier expensive enough that middle looks like a steal - Example: - Basic: R249 (10 Mbps) ← Anchor low - Standard: R399 (50 Mbps) ← Most choose this (best value) - Premium: R899 (100 Mbps) ← Makes R399 feel cheap

#### 11. Revenue Optimization Model

**Current CircleTel Pricing (Wireless):** - Average package price: R536.75 [(299+399+599+949)/4] - No upsells, no add-ons, no premium tiers

**Optimized Pricing Model:**

**Base Package (50 Mbps):** R399/month **Average Upsells per Customer:** - 15% take static IP (+R99): R14.85 average - 10% take WAN optimization (+R199): R19.90 average - 5% take premium support (+R199): R9.95 average - 20% choose 12-month (-10% but longer LTV): N/A for monthly calc - **Effective ARPU: R443.70/customer (+11% revenue)**

**Business Customer Model:** - Base package: R1,899/month - Average add-ons: R300/month (static IPs, monitoring) - **Business ARPU: R2,199/customer**

**Blended ARPU Target:** - 80% residential: R443.70 - 20% business: R2,199 - **Blended: R794.96/customer**

**Revenue Projections (1,000 customers):** - Old model: 1,000 × R399 = R399,000/month - New model: 800 × R443.70 + 200 × R2,199 = R794,760/month - **Revenue increase: +99% with same customer base**

#### 12. Implementation Roadmap

**Phase 1: Pricing Audit (Week 1-2)** - ✅ Document all current pricing (hardcoded and database) - ✅ Analyze competitor pricing (completed above) - ✅ Identify pricing gaps and opportunities - Create pricing strategy presentation for stakeholders

**Phase 2: Database Schema (Week 3-4)**

-- Pricing tiers table  
CREATE TABLE pricing\_tiers (  
 id UUID PRIMARY KEY,  
 tier\_name VARCHAR(50), -- 'budget', 'mainstream', 'premium', 'business', 'enterprise'  
 display\_name VARCHAR(100),  
 sort\_order INTEGER,  
 is\_active BOOLEAN DEFAULT TRUE  
);  
  
-- Package pricing (replaces hardcoded values)  
CREATE TABLE package\_pricing (  
 id UUID PRIMARY KEY,  
 package\_id UUID REFERENCES product\_packages(id),  
 tier\_id UUID REFERENCES pricing\_tiers(id),  
 base\_price DECIMAL(10,2) NOT NULL,  
 discounted\_price DECIMAL(10,2),  
 contract\_period VARCHAR(20), -- 'month\_to\_month', '12\_months', '24\_months'  
 effective\_date DATE NOT NULL,  
 expiry\_date DATE,  
 is\_active BOOLEAN DEFAULT TRUE  
);  
  
-- Add-ons pricing  
CREATE TABLE pricing\_addons (  
 id UUID PRIMARY KEY,  
 addon\_name VARCHAR(100) NOT NULL,  
 addon\_type VARCHAR(50), -- 'static\_ip', 'wan\_optimization', 'support', etc.  
 monthly\_price DECIMAL(10,2),  
 one\_time\_price DECIMAL(10,2),  
 description TEXT,  
 is\_business\_only BOOLEAN DEFAULT FALSE,  
 is\_active BOOLEAN DEFAULT TRUE  
);  
  
-- Customer add-on subscriptions  
CREATE TABLE customer\_addons (  
 id UUID PRIMARY KEY,  
 customer\_id UUID REFERENCES customers(id),  
 addon\_id UUID REFERENCES pricing\_addons(id),  
 activation\_date DATE NOT NULL,  
 expiry\_date DATE,  
 is\_active BOOLEAN DEFAULT TRUE  
);

**Phase 3: Strapi CMS Integration (Week 5-6)** - Create “Pricing Tier” content type - Create “Add-On Service” content type - Migrate hardcoded pricing to Strapi - Build admin UI for pricing management

**Phase 4: Frontend Updates (Week 7-8)** - Update PackageCard component with dynamic pricing - Add tier badges (“Budget”, “Most Popular”, “Premium”) - Implement add-on selector UI - Create pricing comparison tables

**Phase 5: Business Packages (Week 9-12)** - Create dedicated /business landing page - Build B2B-focused package cards - Add SLA calculator - Implement quote request form - Create sales dashboard for lead management

**Phase 6: A/B Testing (Month 4+)** - Test: R399 vs R399.99 pricing - Test: Showing savings vs not showing savings - Test: 3 tiers vs 4 tiers - Test: Annual prepay discount levels - Test: Add-on bundling strategies

#### 13. Key Performance Indicators (KPIs)

**Pricing Effectiveness Metrics:** - **ARPU (Average Revenue Per User):** Target R600+ (currently ~R540) - **Upsell attach rate:** Target 30% of customers have ≥1 add-on - **Contract mix:** Target 40% on 12/24-month contracts - **Business customer %:** Target 20% of customer base - **Churn rate by tier:** Monitor if cheaper packages churn faster

**Conversion Metrics:** - **Pricing page bounce rate:** Target <40% - **Add-to-cart rate:** Target >15% from package view - **Checkout completion:** Target >70% - **Price objection rate:** Track sales calls mentioning price

**Competitive Metrics:** - **Price positioning index:** Track CircleTel vs market average - **Value perception score:** Customer surveys on “worth the price” - **Competitive win rate:** % of customers choosing CircleTel vs competitors

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