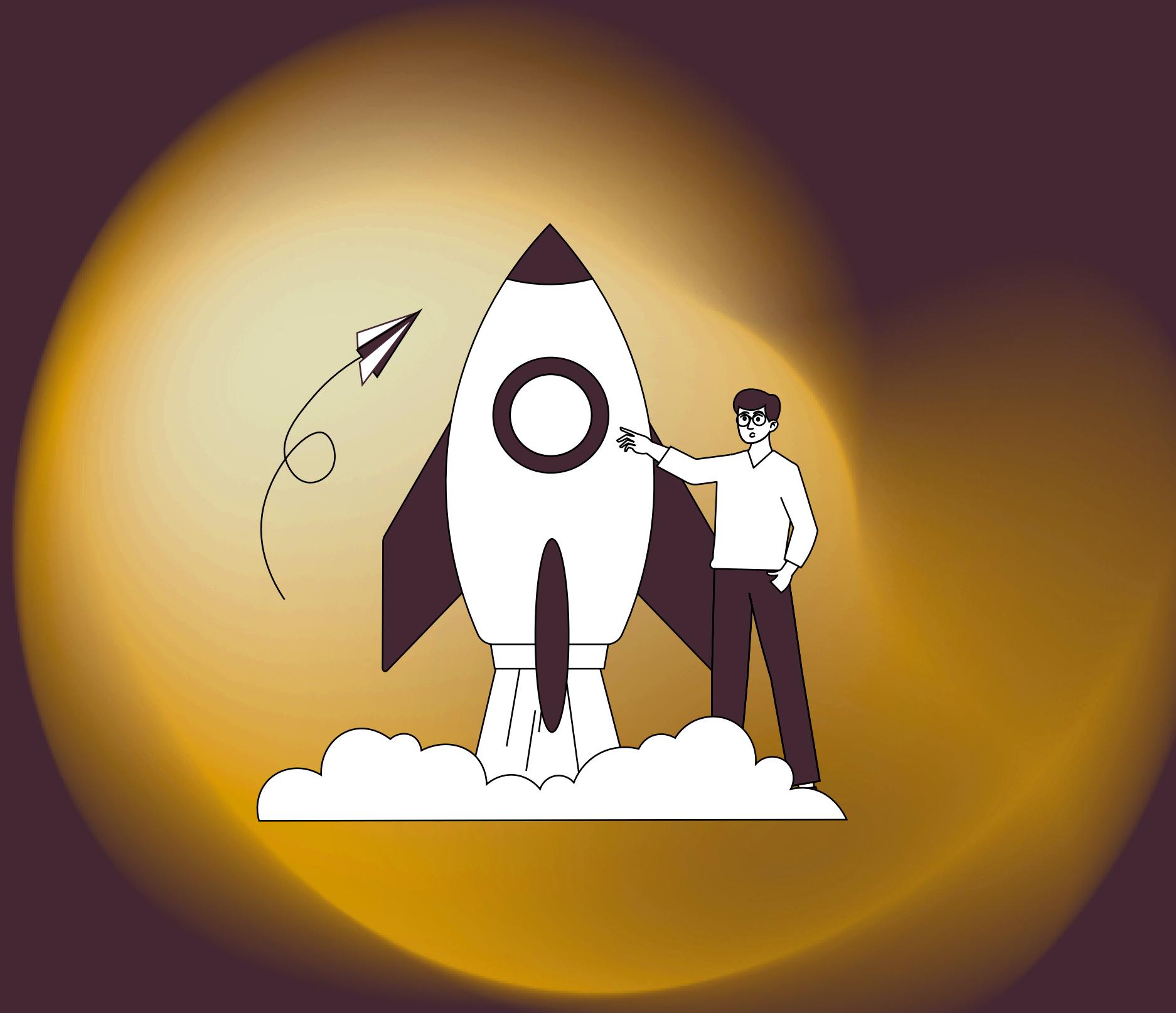


{}{}{} RIPPLING

Growth Strategy Analysis

Presented by: Ogbonnaya Stephen



Executive Summary



Rippling faces acquisition and retention friction from opaque pricing



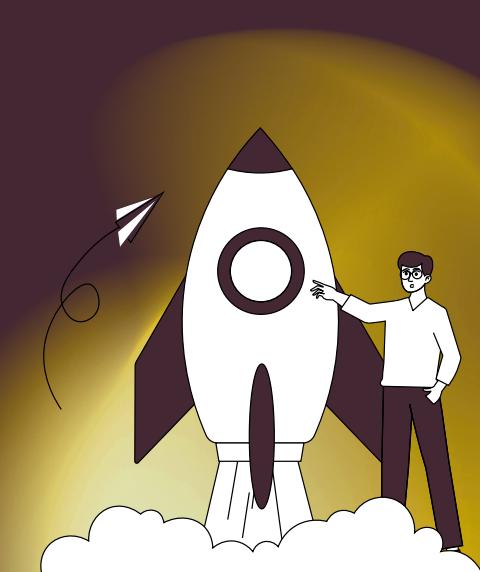
Strategy: A/B test Tiered Bundles vs. Modular Transparent Pricing.



Targets: + 10% conversion in 6 months, -30% pricing tickets in 4 months, + 10 NPS in 12 months.

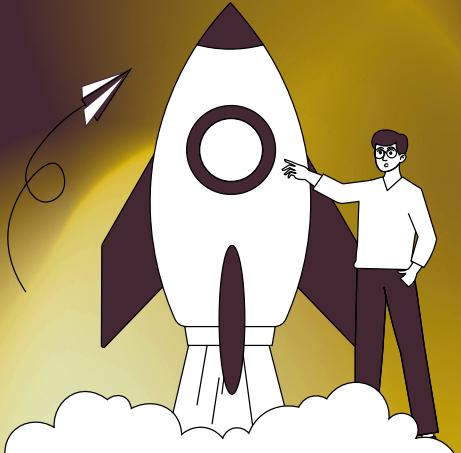


Estimated Financial Uplift: ~\$2M ARR



Market Context & Problem Definition (V)

- 75% of B2B buyers prefer self-serve pricing online (Gartner, 2024).
- Buyers complete ~70% of research before contacting sales (DemandGen).
- Rippling's quote-only pricing misaligns with market expectations.



Alignment to JTBD framework (A)

Job to Be Done	Goal	Barrier	Desired Outcome
Understand cost upfront	Budget accurately	Hidden fees	Transparent pricing online
Choose plan independently	Self-serve selection	Forced sales contact	Online tiers/calculator
Scale without friction	Easy upgrades	Locked bundles	Modular upgrades

Competitive Positioning (L)

Company	Pricing Model	Transparency	Flexibility	Review Insight
Rippling	Quote-based, bundle-oriented	Low	Medium	Lacks standard pricing, hard to compare
Competitors (e.g., Gusto)	Base + per-user transparent pricing	High	High	Compared favorably for pricing clarity

Leverage-able Opportunity: Rippling can differentiate itself as the most transparent and trust-focused HR SaaS provider in this fragmented market.

Strategic Recommendations (U)

The goal here is to A/B test these two pricing models to find the one that customers are more comfortable. **KPI Targets:** +10% conversion, -30% tickets, +10 NPS.

Model One: Tiered Bundled Pricing

Three visible tiers (Starter, Growth, Enterprise) for the platform fee and included modules.

Plus, clear add-on rates! No hidden costs.

Add a CTA on the pricing page:

"Need help figuring out the perfect plan for your team? Book a free session with our enterprise support specialists — no hidden cost and no selling."

Note: Replace “sales team” with “Enterprise Support Specialists”

VS

Model Two: Modular Transparent Pricing

Clear cost per user and feature, visible on the pricing page. Clients can see the cost on the page at once (with an exclusive enterprise offer by booking a demo)

Plus, clear add-on rates! No hidden costs.

Add a CTA on the pricing page:

"Need help figuring out the perfect plan for your team? Book a free session with our enterprise support team — no hidden cost and no selling."

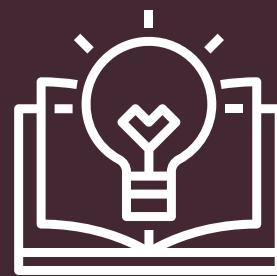
Retention & Expansion (E)



Messaging: “Pay What You See. No Surprises.” Built trust with clarity.



In-Product Upsells: Display price previews during feature expansion prompts.



Customer Education: Host “Pricing Q&A” webinars for HR, CFOs and admins.



Support Evolution: Rebrand cost-related help as “Enterprise Pricing Specialists” rather than sales, to build confidence.

Roadmap & Resource Plan

Phase	Actions
0-3 Months	Develop pricing page variants (tiers + calculator); instrument analytics
4-6 Months	Launch A/B test, monitor metrics
7-12 Months	Rollout winning model, embed pricing onboarding

Team Required: Product Marketing, UX Designer, Developers, Data Analyst.

Forecasted Impact



Conversion: From 20% to 22% (+10%) $\Rightarrow \sim \$2M$ incremental ARR (at \$12K ACV)



Cost-related Support Tickets: Drop from 1,000 to 700 (+30% reduction)



NPS Growth: From ~ 35 to ~ 45 (+10)

Key Takeaways & Sources

- Transparency is now a differentiator, not a nice-to-have.
- Clear pricing accelerates decisions, builds trust, and reduces support load.
- Benchmark-backed forecasts strengthen investment case.

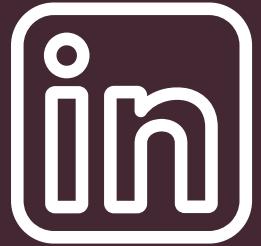
Sources: [Gartner, 2024](#), [DemandGen Report](#), [Business.com](#), [Business News Daily](#).

Get In Touch



Email

ogbonnayastephen111@gmail.com



LinkedIn

Ogbonnaya Stephen



Phone Number

973-980-5455

