

Largest Asia-Pacific operator – we designed and helped executed a massive portfolio pricing redesign that boost transparency and manageability

Situation

- **Largest mobile operator in Asia-Pacific** with significant market share and legacy operation in all regions
- **Overly complex portfolio** of a) **several legacy price plans** each comprises of multiple parameters, and b) a **price zoning** approach that varies by provinces/ cities but do not adhere to a consistent guiding principle
- **Requested for pricing portfolio “clean up” support**

What we did

- **Normalized and remapped the existing portfolio** to current starting point of pricing by cities
- **Redesigned archetypes of zoning** based on market fundamental (market share, stability of position, inherent demand of the market, etc)
- **Reclassify zoning** with estimated impact based on **primary elasticity test**
- **Significantly remove and simplify parameters** of product pricing with feedback from market research and frequency of usages

Impact

- From **2,000+** combinations of pricing to only **~100** combinations of pricing
- Designed phases that resulting in monthly customer ARPU to change between -5% to +10% delta, hence **minimize negative consumer experience** while allowing for **neutral or positive revenue uplift**

