

Largest road freight service provider in Asia-Pacific – we developed and piloted a route based pricing scheme for its 60k routes, first ever for this client

Situation

- **Largest road freight service provider in Asia-Pacific** with over \$2 Billion in sales from its 60 thousand routes nationwide
- **Over-reliance on its yearly price raise** which is starting to cause high customer attrition and flattening sales
- **Recognized the need for more granular pricing schemes** as a way to drive growth and prevent rapid competitive response

What we did

- **Developed a systematic pricing approach for the client:** integrate customer segmentation, conjoint simulation and competitive analyses to identify where and how to optimize prices
- **Designed a comprehensive set of tools to help client implement and sustain the change:** developed a set of toolkit, dashboard, and handbooks for implementation
- **Conducted a large scale pilot involving ~100 cities**

M&S Expertise



Martin Joerss



Hai Ye



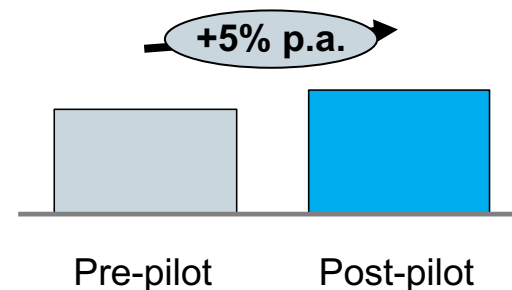
Guang Chen



Zhuo Han

Impact

Revenue impact after 100 days
%, index to 100



- **Expect significant impact after complete national rollout**
 - Incremental \$90 million in revenues in 2015
 - Incremental \$5 million in profit (10% profit growth)