

## Challenge

### Scenario:

Imagine we have just returned from a quarterly business review meeting with one of our telecom clients. The client currently has just the one customer experience being measured, which is their instore visit with purchase. We capture the feedback on behalf of the client, by sending their customer's an email survey post transaction, asking the following metric with a trailing "Why?" question for the metric.:

**How likely are you to recommend *our company* to your friends or colleague?**

0	1	2	3	4	5	6	7	8	9	10	
Not at all likely											Extremely likely

They have been getting some good insights, such as customers are most likely to shop for a new post paid plan. That the top tags analysis from the unstructured data shows friendly and helpful service are most common positive feedback, but price being the most common negative feedback. This has been helping the region managers understand where they need to do more training and what customers expect when visiting a store.

### Task:

We want to help expand their business and collect more data and insights from other areas of the business. Our customer success manager has asked you to prepare a communication to the client for potential growth opportunities.

Q1: Who would contact from the telecom client? Why?

Q2: What would you suggest for other areas of the business for feedback capture?

Q3: Prepare an email you would send to that client discussing the expansion and reasons.

**Answer to question 1:** I would contact the marketing manager of the company as marketing department is responsible for potential growth opportunities and pricing.

**Answer to question 2:** As mentioned in the given scenario, the price is the most common negative feedback. Hence, I recommend collecting more data to investigate the impacts of various attributes on prices and the attitude of various customer groups toward pricing of Telecom products. As the full background of the company is not provided, I only highlight a few sample questions that I would use in the survey. Depending on the specific context and requirement, more in-depth question could be included in the survey which is usually done after a comprehensive requirement analysis with several interviews with different stakeholders of Telecom Co.

Here are the sample questions with the aim to uncover the influencing factors in (dis)satisfaction of customers toward pricing.

1- How satisfied are you with the pricing of the products in this company?

- ☐ Extremely Satisfied
- ☐ Very Satisfied
- ☐ Moderately Satisfied
- ☐ Not so Satisfied
- ☐ Not at all Satisfied

2- Can you please tell us regarding the pricing of this telecom company with respect to the pricing of other brands?

- ☐ A lot expensive than the others
- ☐ A little expensive than the others
- ☐ Same as others
- ☐ A little cheaper than the others
- ☐ A lot cheaper than the others

3- When compared to the other brands in the category, what are your perceptions toward this telecom company and the value for money?

- ☐ A lot more than the others
- ☐ A little more than the others
- ☐ Same as others
- ☐ A little less than the others
- ☐ A lot less than the others

4- Can you please tell us the price from the list from which you consider the product “too expensive” to buy?

- ☐ Current Price + 50%
- ☐ Current Price + 40%
- ☐ Current Price + 30%
- ☐ Current Price + 20%
- ☐ Current Price + 10%

5- Can you please tell us the price from the list from which you consider the product “expensive” to buy?

- ☒ Current Price + 50%
- ☐ Current Price + 40%
- ☐ Current Price + 30%
- ☐ Current Price + 20%
- ☐ Current Price + 10%
- ☐ Current Price

6- Can you please tell us the price from the list from which you consider the product “inexpensive” to buy?

- ☐ Current Price
- ☐ Current Price - 10%
- ☐ Current Price - 20%
- ☐ Current Price - 30%
- ☐ Current Price - 40%
- ☐ Current Price - 50%

7- Can you please tell us the price from the list from which you consider the product “too inexpensive” to buy?

- ☐ Current Price - 10%
- ☐ Current Price - 20%
- ☐ Current Price - 30%
- ☐ Current Price - 40%
- ☐ Current Price - 50%

8-Based on your experience, could you apply the following attributes to "product" as the reason of purchase?

	Definitely	Probably	Probably not	Definitely not	Not sure
High quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A brand I can trust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Answer to question 3:**

Dear Smith,

Further to our meeting two weeks ago discussing the business growth opportunities, I captured very short feedback from your customers to figure out how likely they recommend your company to others. The insights show that the customers are most likely to shop for a new post-paid plan and happy with the friendly and helpful service. However, they have negative feedback on prices. From said insights, I would like to capture more feedback to figure out what this negative feedback derives from.

Briefly, the designed questionnaires consider three aspects that can influence the customers' intention on prices (the draft attached). First, I will identify whether the customers are comparing our prices against our competitors. If so, is it just a price or the value for money comparison? Next, I use a series of questions to identify key psychological price points, which after data analysing may answer such questions as what is the optimal price point; at what price would we expect purchase intention to drop sharply; and at what point is the price too inexpensive? Lastly, it might be crucial to identify whether any other metrics except new post-paid plan and helpful service have come across the attention of the customer to buy the products.

I wanted to request a meeting with the regional sales manager and IT manager of your company, and two of our team members to discuss the requirements and set milestones and objectives of the project.

Meanwhile, if you have any comment on the survey or you would like to include further aspects of pricing in the survey, please let me know.

I look forward to hearing from you at your convenience.

Warm regards,

Saeid

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