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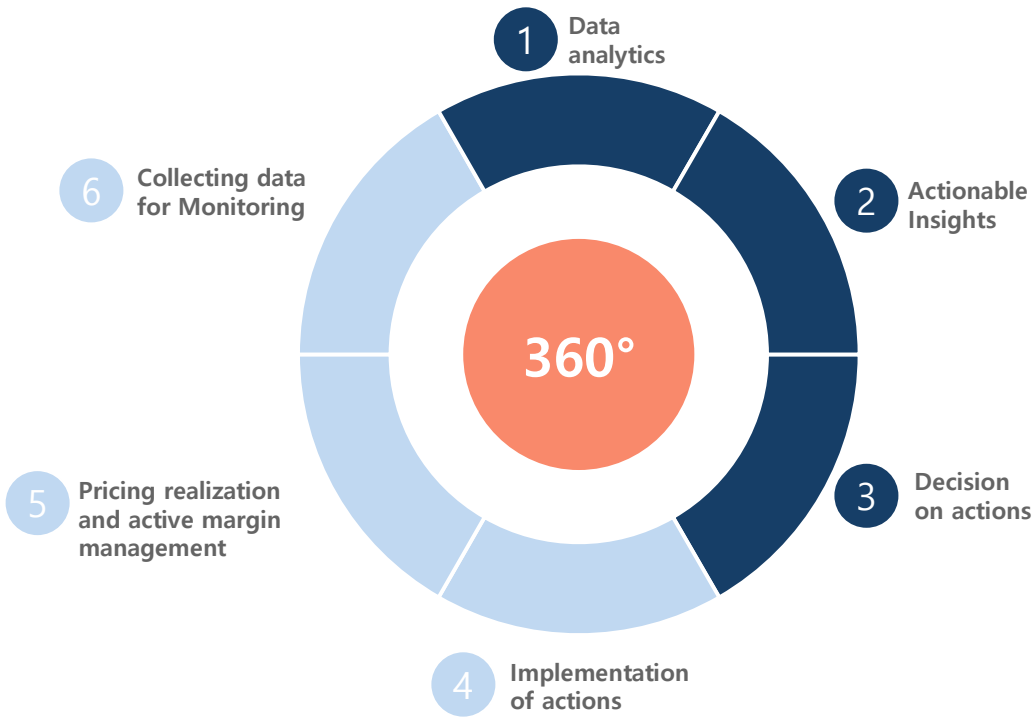
Pricing Opportunity Scan

Customer Case

Our disgnostic approach started by collecting data and insight to understand the process gaps and co-create fixes with the client's team

Discover		Design		Deliver & Review	
Gather the facts	**Hear the frontline**	**Map the lead journey**	**Shape the initiatives**	**Lock the roadmap**	**Coach & course-correct**
Pulled billing dataset, Account plans, sales decks, and current push/pull strategy and metrics	**Interviewed** 4–8 stakeholders (sales leaders, reps, marketers) for insights	**Facilitated workshop** to walk through the end-to-end flow, bottlenecks, and list improvement ideas	**Translated ideas** into concrete initiatives with success measures. Define the initiatives with internal people	**Second workshop** to prioritise initiatives, assign owners, set timeline and budget	**External checkpoints** at 3 & 6 months after project to unblock issues and benchmark progress

Our 'Pricing Opportunity Scan' covers the first three steps of margin improvements: Data analytics, Data insights and actionable next steps



1 Data Analytics

- Take structured dataset
- Clean data and put into right format
- Perform best practice analysis

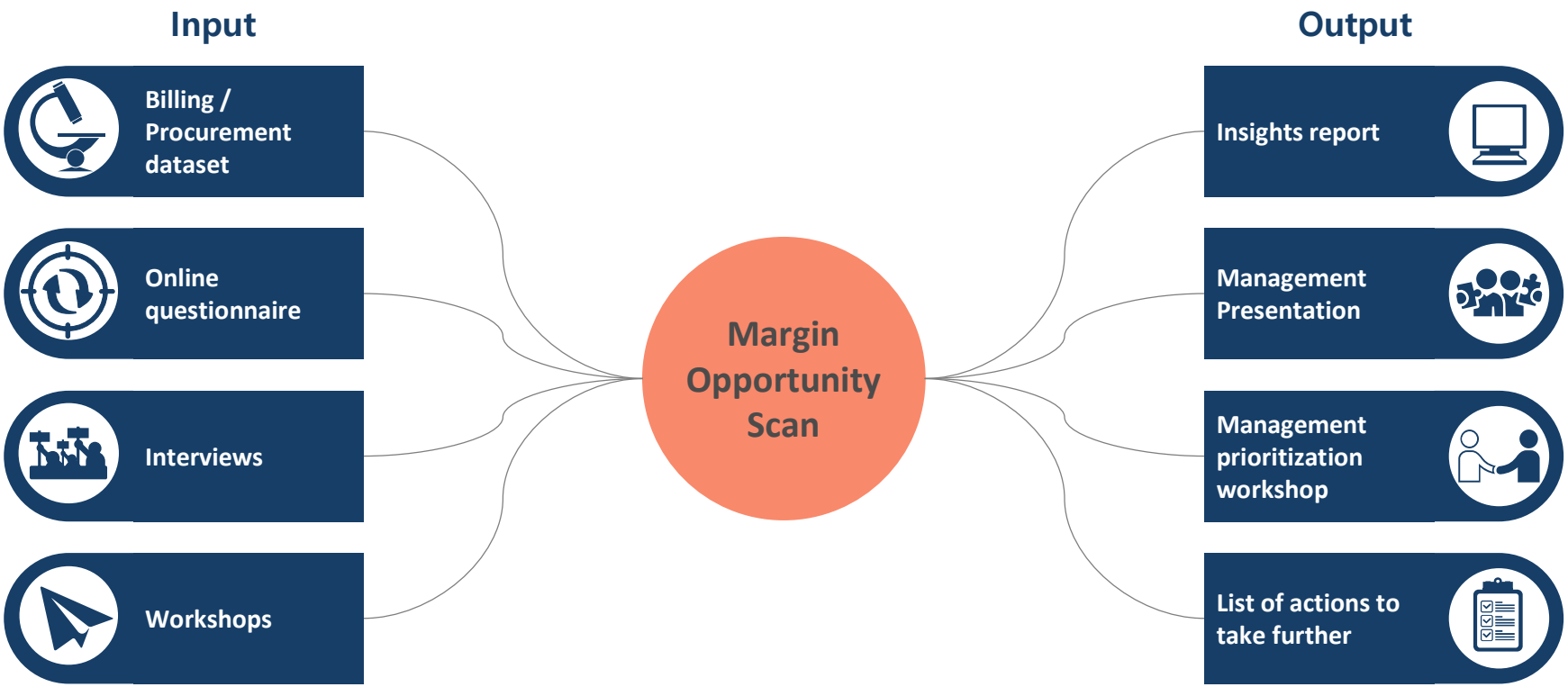
2 Actionable Insights

- Create key insights from data analysis
- Put insights into perspective
- Identify opportunities

3 Decision on Actions

- Discuss insights with management & prioritize
- Define next steps
- Agree on actions

Based on quantitative and qualitative input we identified pricing opportunities and aligned specific actions with management



For the Pricing Opportunity Scan we need a billing dataset and contract information, additional information will be collected from organization

01

Billing dataset
Billing data for the last 3-5 years incl. product and customer information as well as prices

02

GT&Cs & customer contracts
This information is needed to understand how certain activities could be implemented

03

Information on processes & tooling
We will collect this information through our online questionnaire and the individual interviews

Analysis we performed:

- Revenue per customer (ABC analysis, Pareto)
- Revenue per product (ABC analysis, Pareto)
- Prices per product per customer
- Price developments per product per customer
- Product holding and development per customer
- Churn analysis per customer (segment) and product (range)
- Discounting Governance

As tangible output, we delivered an action list that was prioritized together with Management

Management workshop

Our Margin Opportunity Scan ends with a workshop with management to discuss results and transform the insights into actions

Prioritized list of improvement actions

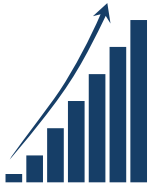
All activities will be prioritized based on certain factors such as feasibility and overall potential. First within each function, then on an overall company level

Next Steps defined to take action

As a last step of the workshop, actions will be agreed to take action on increasing margins in short- and long-term

Our final deliverable provided our client with improvement potentials and also quantified them so they could decide where to take action

Pricing



Total maximum pricing potential identified and quantified

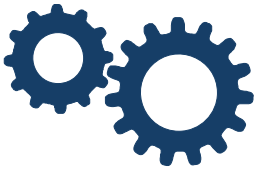
Cross-sell/ Up-sell

Opportunity areas for cross-sell and up-sell identified and quantified

Churn/ Loyalty

Churn and loyalty improvement areas identified and quantified

Process



Optimization potentials in the high-level commercial processes identified

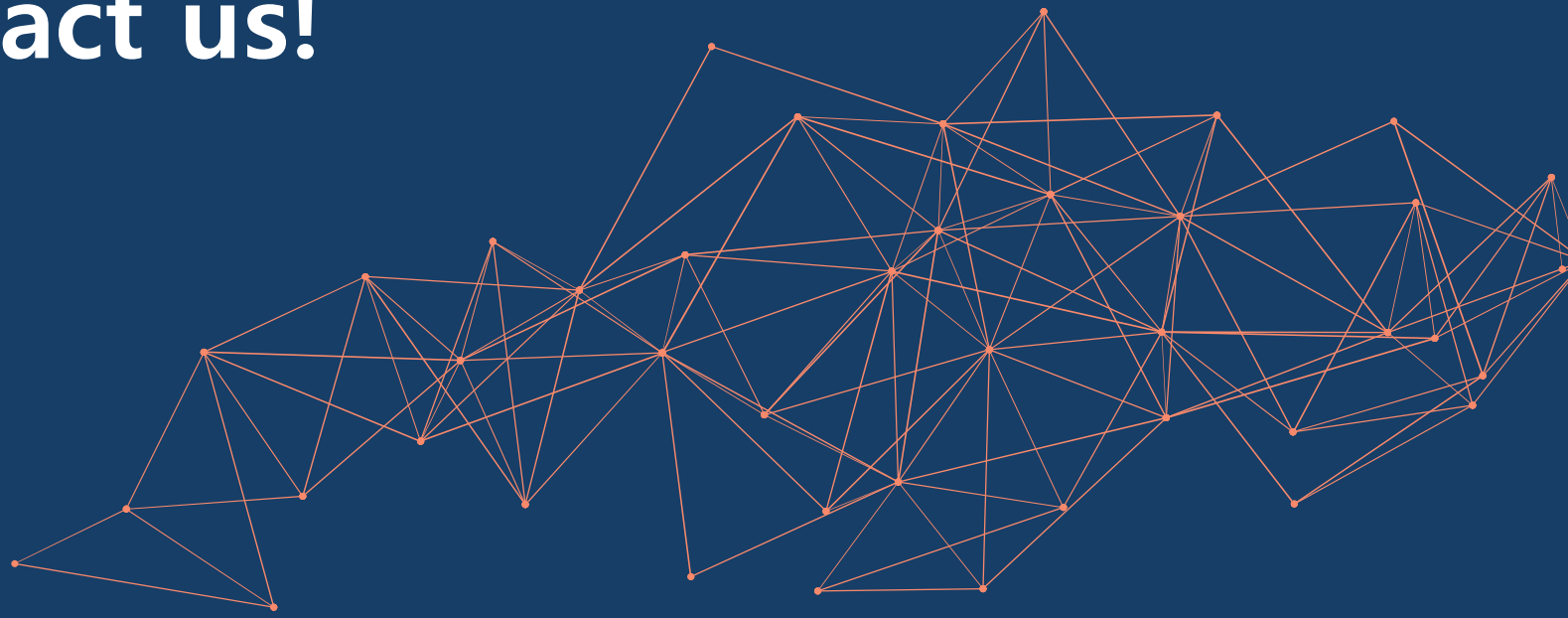
Tooling

Potential in better usage of existing or addition of new tools identified

We prioritized the opportunities for our client based on the size of the opportunity and the feasibility to implement it

Area	Opportunity	Feasibility	Priority
Pricing • Increase prices for all customers • Implement new pricing model incl. clear discounting governance	€ 3.0m		1
Up-sell and Cross-Sell • Push campaign on Product 1 and include in all sales offerings • Introduce new pricing model to ease up-sell of product range 2	€ 1.5m		2
Churn/ Loyalty • Improve performance of product & service for Product range 3 • Account Management to give extra attention to high-churn risk customer groups	€ 2.0m		5
Processes • Start creating account plans for your top 10% customers • Operations to create onboarding process of new customers to free time of Sales/ Account Mgmt.	Long-term effectiveness		3
Tooling • Increase use of CRM to become single source of customer information • Add sales automation, digital marketing integrations & lead scoring functionalities to CRM	Long-term effectiveness		4
Total	**€ 6.5m**		

If you would like to discuss this approach for your business, please contact us!



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