

# INTEGRATED FLEXIBLE PRICING SOLUTION

Gaining marketing agility through an integrated system and enhancing customer experiences by bringing in more ease and smarter solutions to the process.

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## SUMMARY

### CHALLENGE

The client faced challenges in targeting its audiences with offering promotions at a desirable speed. Another concern was around the efficient management of expired discounted offers generated during online shopping. The client was seeking for solutions where customers could search for promotional codes and expired discounted offers with ease.

### SOLUTION

The client was looking for smarter solutions to stay competitive with regards to their strategies around pricing, promotions, and offers. A system which can perform a comparative pricing analysis of the high and low competitive markets and an integrated system which can facilitate the ease of online shopping to the extent of customers being able to lookup for promotion codes and expired offers, etc. were additional implementations they were interested in.

### BENEFITS

- Improved marketing ROI
- More effective approach at targeting specific customers with personalized offers
- Enhanced customer retention and loyalty
- Improved pricing discipline within the business

## CLIENT PROFILE



The client is one of the top telecommunications provider in Canada providing solutions and services to various segments of customers. Their innovative and comprehensive solutions range from telephone services, wireless communications, high-speed internet, digital television and voice over IP for residential consumers and integrated information and communications technology (ICT) services to businesses and governments.

## BUSINESS CHALLENGE



Being one of the top telecommunications provider, the client wanted to maximize customer benefits and compete with other players through competitive and flexible pricing strategies.

In today's landscape, attracting customers without smart promotions on pricing or discounts is close to impossible. Customers now expect the ease of getting promotions and offers at the click of a button.

In a highly competitive sector, such as telecom, our client believes that success comes to those who are fast, and intelligent with their marketing strategies. The ability to target audiences with tactical campaigns backed by competitive pricing and attractive offers is indispensable but easier said than done.

The client's pricing model, though aligned to the competitive market, lacked agility as their existing tools were not capable enough to differentiate pricing between high and low competitive markets. With the current mode of operation, the client faced challenges in targeting its audiences with promotions and offers at the desirable speed. Another concern was around efficient management of expired discounted offers produced during online shopping, and the client was also seeking solutions where customers could search for promotional codes and expired discounted offers with ease.



## SOLUTION

- ✓ Ducen implemented a custom-built solution enabling integration with existing order management system for generating promotions for specific products and with respect to the customer's purchase history
- ✓ The application provides a simple process for creating pricing strategies and defining and categorizing pricing rules
- ✓ Customers can easily pull up promotional codes related to a specific product. Once the customer has accessed the Promo Lookup tool, the company's website encourages the customer to connect with a customer representative, via a self-service user interface. It offers a single click functionality for the Customer to:
  - Chat with a live customer representative via "Chat Live" functionality
  - "Requesting a Call-Back" functionality
- ✓ It is also capable of offering a pre-built, custom-made pricing setups to meet business-specific pricing requirements
- ✓ Ability to stop the promotion from being applied to additional transactions when it reaches the limit
- ✓ Bilingual support for customers accessing the user interface



## RESULT

- ✓ Improved marketing strategies through a more unified system
- ✓ More competitive approach to pricing
- ✓ User experience delivered with more ease and additional customer service solutions
- ✓ Better efficiency in operations around order management
- ✓ Allows our client to easily implement even the most complex and volatile pricing strategies
- ✓ Reduced pricing maintenance costs
- ✓ Easy interface allows business-user like the Marketing teams the ability to start their pricing system changes without having to be dependent on the IT team

"Client can instantly provide promotions giving their marketing team has means to be more aggressive—and their programs more effective."

For more information  
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## WHY DUCEN?

- Thought leader in business process optimization
- Guiding principle of business: Continuous Improvement Model
- Single layer of accountability
- On-time and accurate delivery success
- Rapid development
- Young and dynamic team with proven record of accomplishments and work ethics