



Call to Action with Competitive Intelligence on Bundling of Handset And Wireless Plans

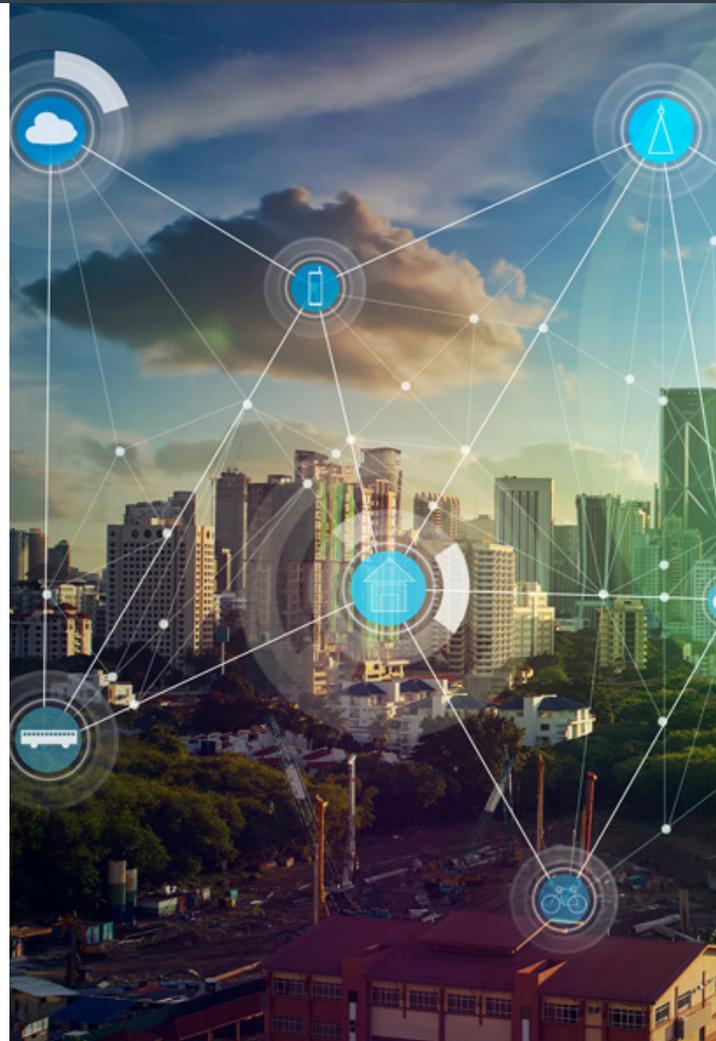
The Client

One of the top three telecom operators in the US providing fixed line and mobile telephony systems across the country

Business Challenge

The client needed a solution that would help them:

- Better understand the competitive landscape in the mobile services space
- Decide how to competitively price a bundled offering of mobile handsets and wireless plans



Beyond possible

Bundles increased the combined appeal of the products as well as the brand. By bundling, the client was able to retain existing customers and reduce churn.

Analyzing the data based on the sales of bundles helped in need-based segmentation of customers, enabling future marketing efforts to be more targeted and effective



Technosoft's Solution

As part of the innovative solution, the Technosoft team:

- Created a perceptual map of the competitive landscape
- Visualized a perceptual map of a combination of handsets plus wireless plans

Business Benefits

- Our solution enabled the client to have a better understanding of the competitive landscape with respect to their own product-service combination.
- With the bundled offering, the client could enjoy incremental sales and profits.
- Bundling also brought down marketing expenditure as the need for separate marketing and sales costs for each product was reduced

Tools & Technology

Open Source R Software



About Technosoft

Technosoft Corp. (Technosoft) combines strategy, technology and creativity to help companies accelerate their digital transformation journeys. We help our customers gain insights from data that others can't see and we provide bold ideas for innovation. Technosoft offers solutions for digital transformation, data science, robotic process automation, artificial intelligence, Blockchain, cloud computing, application lifecycle management, quality assurance and testing, CRM-ERP (Salesforce, SAP, Oracle), and IT infrastructure management. Technosoft has extensive domain knowledge of the banking and financial services, healthcare, manufacturing, retail, and high tech industries. Headquartered in Southfield, Michigan, Technosoft has 4,400+ global employees and is trusted by more than 35+ Fortune 1000 customers in North America and India. Learn more at www.technosoftcorp.com

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