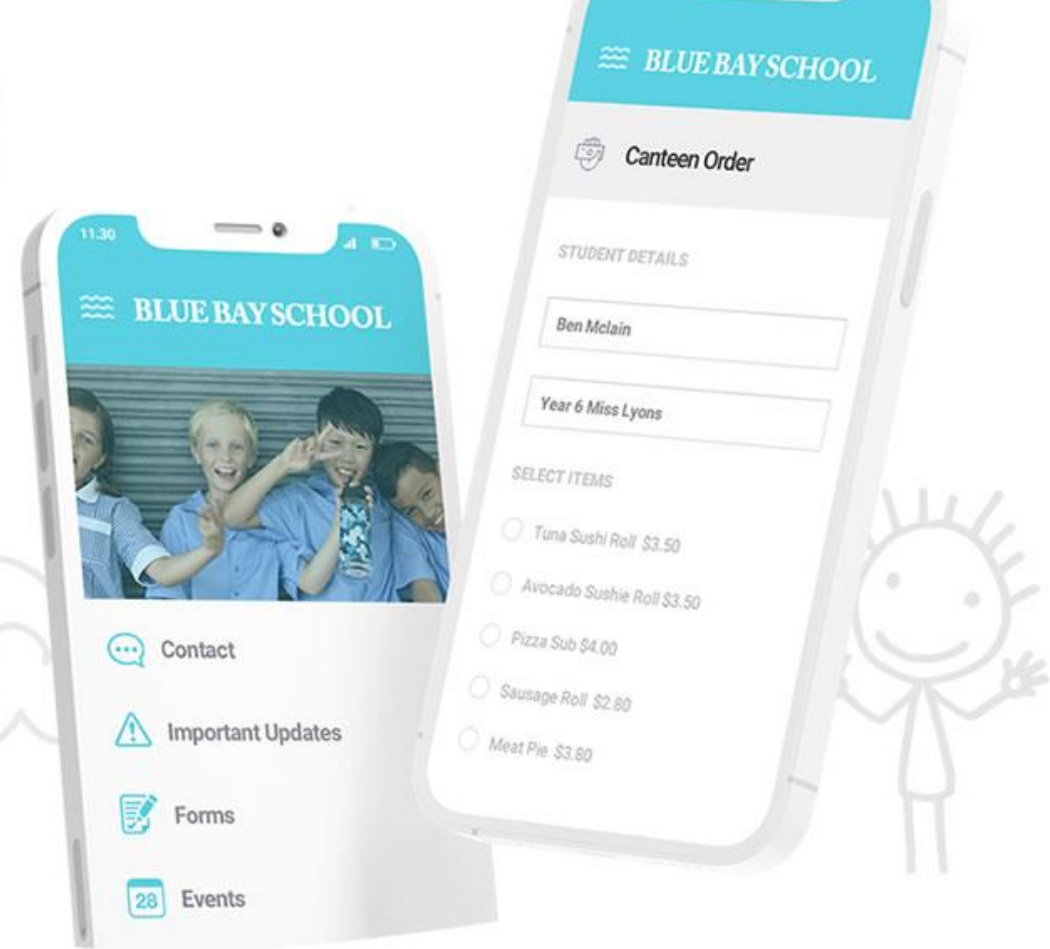
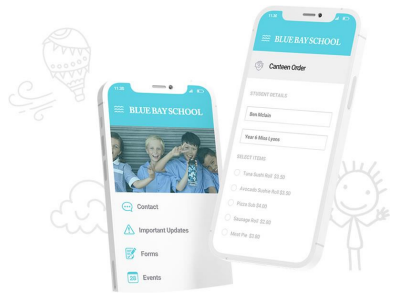


+515 % BeSci Win

Price + Profit / Call Centre
Average New Customer Value





Category: Communication App. Scale Up.

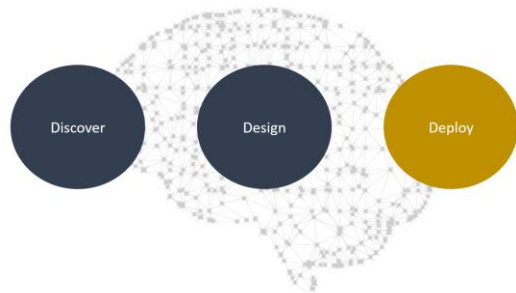
Project: Increase price, profitability and conversion rates

Client: School Stream. Australia. New Zealand. India.

The client – a parent to school communication App – needed to increase price to improve profit margins. They hadn't had a price increase for 6 years and feared how it would be received. To meet profitability goals it would need to be with both new + existing customers. It was critical to maintain the customer relationship and the business rank of #1 for customer service. They needed to know:

1. The amount of the price increase
2. How to present the new pricing
3. How to support the call centre sales team to be confident to introduce the new pricing
4. How to replicate a price increase with existing customers

Our Behavioural Science Approach



The Behavioural Science Edge



7 Steps in Phase 1:

Call Centre Sales Team – Increase Pricing for New Customers:

1. We built a top down and bottom up forecast model to calculate the required price increase.
2. All employees were skilled in the core aspects of behavioural science and why *Irrational Pricing Wins!*
3. We then identified where to apply cognitive and behavioural 'nudges' most likely to influence behaviour.
4. We drafted new pricing options and shared with the Executive and then the Call Centre Team for 'experiential learning and impact'.
5. Next we integrated BeSci 'nudges' into the selling script
6. Ultimately we designed a powerful pricing and communications approach for the call centre sales team including nudges and cognitive ease.
7. A 200% price increase was piloted live keeping a close eye for unintended consequences. Then successfully rolled-out across the team with acceptance from new customers.



Stage 2: Customer Success Team

Increase Pricing for Existing Customers.

Following the success of the price increase to **new customers**, we applied the same process to **existing customers**. For the Customer Success Team nudges were included in the EDM's. A 40% to 60% price increase was implemented successfully for customer renewals.

Stage 3: Regular price increases

Stage 4: Client now confident in running pricing nudge pilots themselves without assistance.

The Real World Challenges

- Staff fear of introducing the new pricing the *first* time. It is critical to hand hold and support any new pricing introduction with staff.

Proven Results

+515%

Increase in average new order value over 3 years

"Average new order value increase of +515%. This alone is a staggering result demonstrating how B.E plays a critical role in any business strategy"

Melissa Bridson
Founder and CEO School Stream

+200%

Increase in price for new customers

+40%

Increase in price for renewals (existing customers) within minimal churn



Understanding the Brain is Your Business



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