Buynomics

Case Study

How a Mobile Network Operator Leveraged Pricing Optimization to Identify Revenue Uplift Potential

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01.Background

The global telecommunications provider offers mobile, broadband, and digital services across Europe, Africa, and Asia.

Its vast network and customer-first innovations have made it a household name, generating over €40 billion in revenue in 2023.

Amid fast-paced market dynamics, the company faced increasing pressure to keep its commercial offerings competitive while adapting to evolving customer expectations.

02.Challenges

Increasing Competition (1)

Amid increasing competition from low-cost Mobile Virtual Network Operators (MVNOs), the telecom provider faced the dual challenge of maintaining market share while implementing necessary price increases to offset rising operational costs.

Limited Agility in Revenue Impact (2)

The company needed a faster, more comprehensive way to understand the impact of pricing changes. Traditional conjoint studies were time-consuming, limited in scope, and lacked the agility required for timely decision-making in a fast-moving market.

The telecom provider was under pressure to protect market share amid rising competition and necessary price increases.

At the same time, slow, inflexible pricing research methods limited its ability to respond quickly and effectively in a fast-paced market.
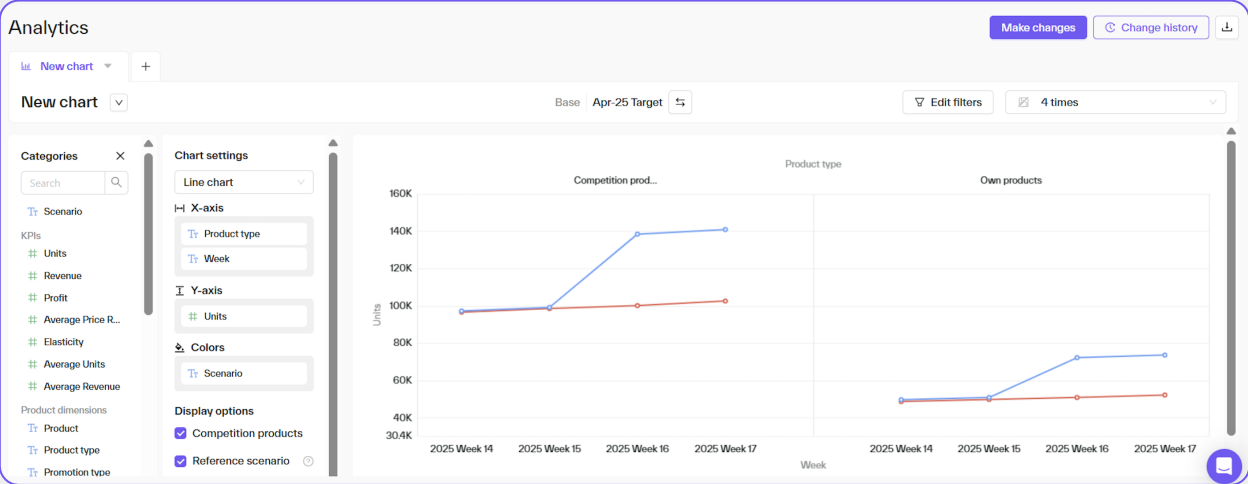
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03. Solution

Using Buynomics, the Insights & Analytics team set the following requirements to look for the best solution:

Changes tested:
Pricing and portfolio changes for own and competition offerings

KPIs to optimize:
Revenue & units

Impact assessed:
Portfolio & category levels

Example of Final Scenario Visualization in the Buynomics Application

A visual representation of the selected pricing scenario, showing projected impacts on sales volume, revenue, and customer behaviour within the Buynomics platform.*

The Buynomics software, powered by Virtual Customers AI technology, gave the team the flexibility to instantly assess the impact of these requirements at both portfolio and category levels, enabling confident, data-driven decisions based on a clear understanding of customer behavior.

All figures shown are illustrative and do not reflect real data.

03.Solution

The team rapidly tested hundreds of pricing and portfolio scenarios, narrowing them down to the most effective options and then choosing the one that had the biggest positive impact.

The following four key scenarios were selected as benchmarks to support final decision-making.

① A flat €1 increase was applied to all plans from one brand, while competitor pricing remained unchanged.

② A flat €1 increase was applied to all plans from one brand, with competitor pricing matched accordingly.

③ A flat €5 increase was applied to all plans from one brand, with competitor pricing remaining unchanged.

④ A flat €5 increase was applied to all plans from one brand, with competitor pricing matched accordingly.

€1 and €5 price increases, while competitor prices remained unchanged, led to up to 38% sales volume declines. Revenue dropped by up to 43% as customers shifted to smaller packages or alternative offers.

€1 and €5 price increases, with competitor pricing matched, led to sales volume declines of up to 12%. Despite this, revenue increased by up to 15% as customers absorbed the higher prices across the market.

04.Impact

With Buynomics, the team modeled price increases, benchmarked performance against competitor moves, and made rapid, data-driven decisions. The platform provided full transparency into the impact of each decision and answered key "what-if" questions with speed and precision.

4%-15%

Revenue uplift potential was identified by modeling own and competitor price increases.
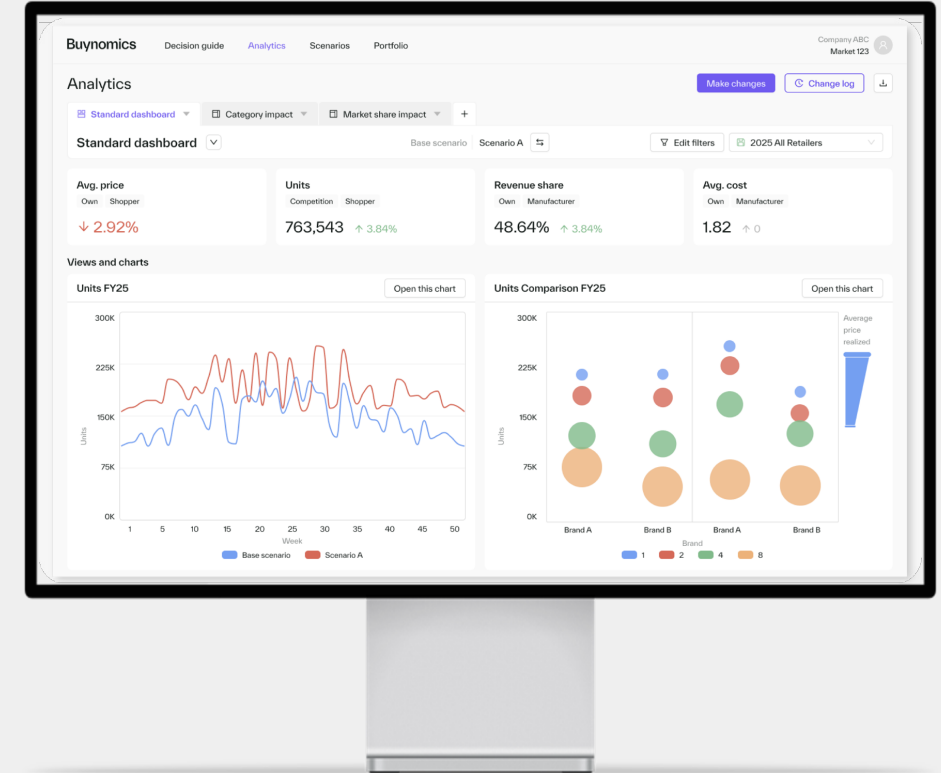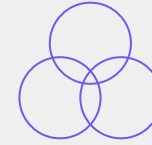
05.About Buynomics

Buynomics is the leading Revenue Growth Management (RGM) platform for holistic optimization across all revenue levers.

By integrating multiple data sources with cutting-edge AI, it empowers RGM teams in enterprise organizations to make faster, more profitable, data-driven, and customer-focused decisions.

Learn More

Holistic approach

Optimize your portfolio considering the effects of product portfolio changes in one platform.

Speed to insight

Large number of scenarios simulated and compared in minutes, reducing the time spent on forecasting by 70-90%.

Predictive accuracy

Best in class accuracy of up to 95%[1] of expected market behavior.

1: Depending on data quality and completeness

Profitability

Drive up to 20% higher gross profits through a better offering.

Unilever   DANONE   General Mills   pladis   vodafone   HARRY'S   essity   BiC