

# Software packaging that strengthens market position and maximizes customer lifetime value



## The Challenge

A billion-dollar software provider with many solutions needed to reduce and reorganize how they offer their products and services. The business had a strong value proposition with little historical pricing pushback, however there was significant upside opportunity due to the lack of differentiation and significant variation. Additionally, the organization had little oversight for discounting across the customer lifecycle.

## The Solution

INSIGHT began by identifying meaningful customer and product attributes, then generated initial suite options for packaging. Then, we led a market intelligence study to optimize the new structure, including external interviews, surveys, price sensitivity analysis, MaxDiff analysis, and competitive benchmarking. Last, we deployed our price execution playbook, including:

- Differentiated pricing model & price adjustment
- Analytics tools – battle cards, ROI calculator, upcoming renewals, price increase targets, cross-sell recommendations, results
- Training, process development, & documentation

## THE RESULTS

**10%**

*Revenue growth over 3 years*

**70%**

*Realization of price increase targets*



*Positive market reception for new packaging*

*To ensure success, it's critical for businesses to **deploy a smart customer conversion plan** and properly equip the sales team for ongoing customer discussions.*

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