

How should I position my value in the market to take pricing actions?



The Challenge

A telecommunications provider aimed to gain objective insights into customer perceptions of its pricing and service quality relative to competitors. Additionally, the company sought to understand how these perceptions differed across key global regions to inform strategic decision-making and enhance competitive positioning.

The Solution

INSIGHT designed a comprehensive market intelligence strategy, conducting over 20 in-depth interviews with key current and prospective customers. The research covered major global regions, including North America, EMEA, APAC, and LATAM to capture diverse customer insights. The research provided a broad spectrum of insights on customer preferences, perceptions, and market dynamics used to inform the business's strategic direction and competitive positioning. Overall learnings signaled a strong competitive and market position, discrediting existing internal assumptions.

THE RESULTS



Limited risk to bold pricing actions



Limited competition in most global regions



Validated market perception

The client is globally recognized for high-quality service and competitive pricing, with customers rating them as the best in service at a competitive price compared to leading competitors.

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