

Telecom Price Modelling Training Course

TRAINING COURSE OUTLINE

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TELECOMSPECIALISED
TRAINING COURSES



IMPROVE



INCREASED STAFF
PRODUCTIVITY AND
COLLABORATION



GROW



IMPROVED PERFORMANCE
AND FASTER GROWTH



- Price Models Development Methodology and Framework
- Pricing Elasticity Calculations
- New Pricing Plans Design
- Pricing Value Comparison
- Revenue Conversion Mapping
- Forecast Modelling
- Practical Price Models and Case Studies

Course Modules Breakdown (Example of 2 Day Course)

Telecom Dynamic Price Models Training Course		
Module	Details	Hrs.
Day 1		
Financial Analysis Framework	Introduction to comprehensive financial analysis framework to be used for pricing, covering market research, cost modelling, service forecasting, profit margin calculations / ROI estimates, services pricing, revenue forecasting.	2
Comprehensive Price Modelling Framework	Info collection process Introduction to price elasticity Price plans design process overview Pricing plans value comparison approach Services and revenue conversion mapping steps Forecast modelling techniques Dynamic price model dashboards development	2
Creation of Dynamic Price Model Structure	Practical creation of dynamic price model structure skeletal in Excel.	1
Data Collection Methodology	Collection of data for price models development. Internal data: historical pricing, historical price changes, product pricing plans and plans offers, historical revenues... External data: competitive pricing, competitive plans offers, discount structures...	2
New Pricing Plans Design	Design process for new pricing plans (new plans, data & voice allowances, speeds, daily/weekly/monthly plans, pre-paid and post-paid plans, unlimited plans, usage based plans...)	1
Day 2		
Price Elasticity	How to calculate elasticity: macro/external elasticity, micro/internal elasticity, market growth impact...)	2
Pricing Plans Value Comparison	Value comparison vs. old plans and competitor offers (from market analysis). Average pricing offer value benchmarking.	1
Conversion Mapping	Services and revenue conversion mapping (from old to new pricing plans, old to new offer). Conversion rate estimates based on perceived value.	1
Price Model Forecast Development	Forecast modelling including: users, top-ups, revenue, network/traffic/usage, costs, P/L. Market share and market realisation factor in price model forecasting. Price discount value factor calculation.	2
Dynamic Price Model Dashboards Development	Dashboards development: plans migration, key variables controls, dashboard graphs, scenarios modelling, fixed/variable cost impacts... Key price model reporting charts: users, revenues, profits, network impact...	2