

Competitive Sense, LLC

How can we respond to competitive price changes more quickly?	
<p>The Challenge:</p> <p>Lack of timely and accurate data about competitor pricing undermined MCI Consumer Markets advertising claims and ability to meet profit targets.</p>	<p>Inconsistent approach to obtaining and analyzing competitors' tariff changes caused MCI Consumer markets to be slow in responding to competitors' pricing changes, resulting either in a loss of competitive position or foregone profits.</p>
<p>The Solution:</p> <p>Contracted with supplier to deliver competitor tariff filings daily and set up internal team and system to review and respond to any price changes..</p>	<p>Defined and implemented new tariff tracking & response procedures:</p> <ul style="list-style-type: none"> ▪ Contracted with external party to deliver copies of competitor tariff filings on the day they were filed ▪ Recruited and trained employee volunteers who would review and analyze tariff filings on a rotating schedule ▪ Established rapid response practice that provided executives with information needed to respond to competitor price changes within one business day <ul style="list-style-type: none"> ▪ Proposed response ▪ Financial impact ▪ Estimated effect of pricing change on the competitor's P&L
<p>The Results:</p> <p>Allowed company to sustain advertising claims while capturing incremental profits > \$500K per year.</p>	<p>Reduced time required to review and analyze competitor tariff filings from 10 days to one day.</p> <p>Enabled MCI Consumer Markets to maintain competitive price position after a competitor reduced prices (required to support advertising claims) and to reap incremental profits when a competitor raised prices. Incremental profits were > \$500K per year.</p>