MERCURY

Customer Value Management & Pricing Specifically for the Telecommunication Industry

25 – 29 January 2027
Rome (Italy)



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Ref: 15594_316399 **Date:** 25 – 29 January 2027 **Location:** Rome (Italy) **Fees:** 6200 Euro

Introduction:

Customer Value Management CVM and Pricing strategies are crucial for maintaining profitability, fostering customer loyalty, and driving sustainable growth in the highly competitive and rapidly evolving telecommunication industry. Telecommunication companies operate in a dynamic marketplace characterized by constant technological advancements, regulatory changes, and shifting consumer expectations.

Consequently, these companies must adopt robust CVM and Pricing methodologies that attract and retain customers, maximize revenue, and enhance customer lifetime value. Customer Value Management involves a strategic approach to understanding and leveraging the value that customers bring to the organization. It includes segmenting customers based on their value, predicting their future behavior, and designing personalized experiences that increase customer satisfaction and loyalty.

In the telecommunication industry, CVM practices are particularly significant due to the high costs associated with customer acquisition and the fierce competition that necessitates exceptional customer retention strategies. Conversely, pricing is a critical component directly impacting telecommunication companies' financial performance. Effective pricing strategies encompass more than just setting competitive rates.

Participants in this Telecom Industry Customer Value Management CVM and Pricing course will deeply understand market conditions, customer willingness to pay, and perceived service value. In an industry where bundled services, promotional offers, and diverse pricing models are prevalent, developing a sophisticated pricing strategy that aligns with customer value perceptions and market dynamics is essential.

Understanding Customer Value Management CVM and Pricing:

The integration of CVM and Pricing strategies enables telecommunication companies to create a comprehensive framework for optimizing customer relationships and financial outcomes. By aligning pricing models with customer segments and value propositions, companies can enhance their competitive positioning, reduce churn rates, and increase average revenue per user ARPU.

Furthermore, big data analytics and advanced customer insights tools have empowered telecom companies to refine their CVM and Pricing approaches, making them more data-driven and customer-centric. In summary, Customer Value Management and Pricing are pivotal elements that influence the success of telecommunication companies in today's complex market environment.

By adopting innovative CVM practices and sophisticated pricing strategies, telecom providers can better meet their customers' needs, sustain profitability, and secure a competitive edge in the industry. It will explore the fundamental principles and advanced techniques of CVM and Pricing, offering valuable insights and practical applications tailored specifically for the telecommunication sector.

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Targeted Groups:

- Telecom Executives and Managers
- Marketing and Product Development Teams.
- Pricing Analysts and Strategists.
- Customer Relationship Management CRM Professionals.
- Sales and Distribution Teams.
- Data Scientists and Analysts.
- Regulatory Compliance Officers.
- Business Development Specialists.
- Consultancy professionals specializing in the Telecommunication Industry.

Course Objectives:

At the end of this Telecom Industry Customer Value Management CVM and Pricing course, the participants will be able to:

- Understand the significance of Customer Value Management CVM and pricing in the telecommunication industry.
- Explore advanced strategies for segmenting telecom customers based on their values and preferences.
- Learn to develop and implement pricing strategies that maximize revenue and profitability while aligning with customer expectations.
- Gain insights into leveraging data analytics for optimizing pricing decisions and enhancing customer lifetime value.
- Discover techniques for managing customer experiences and fostering long-term loyalty in a competitive telecom market.
- Acquire knowledge of regulatory frameworks and compliance requirements relevant to pricing practices in the telecommunication sector.
- Explore case studies and best practices from leading telecom companies to apply theoretical concepts in real-world scenarios.
- Develop actionable strategies to reduce churn rates and improve customer retention through effective CVM and Pricing initiatives.

Targeted Competencies:

Participant competencies in this Telecom Industry Customer Value Management CVM and Pricing training will:

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- Understanding Telecommunication Market Dynamics.
- Customer Segmentation and Profiling Techniques.
- Pricing Strategy Development.
- Value-Based Pricing Models.
- Customer Lifetime Value CLV Analysis.
- Data Analytics for Pricing Optimization.
- Customer Experience Management CEM Strategies.
- Churn Prediction and Reduction Methods.
- Regulatory Compliance in Pricing Practices.
- Competitive Benchmarking and Analysis.

Mastering Customer Value Management in Telecom:

Telecommunication companies must emphasize mastering the art of Customer Value Management CVM to maintain a competitive advantage in the industry. It will delve into the meaning of CVM, its cycles, and the frameworks critical to understanding how to fully leverage customer value through effective management strategies.

Participants in this Telecom Industry Customer Value Management CVM and Pricing training will examine the application of customer value management analytics to decipher customer behavior patterns and implement CVM processes that underpin robust business models and ensure customer retention.

Course Content:

Unit 1: Introduction to Telecommunication Industry Dynamics:

- Overview of the telecommunication industry landscape.
- Analysis of market trends, challenges, and opportunities.
- Examine regulatory frameworks governing pricing and competition.
- Understand the impact of technological advancements on telecom services and pricing strategies.
- Case studies highlighting successful and unsuccessful implementations in the industry.

Unit 2: Customer Segmentation and Value Identification:

- Explore techniques for segmenting telecom customers based on demographics, usage patterns, and preferences.
- Identify high-value customer segments and their characteristics.
- Understand strategies for personalized marketing and service offerings to different customer segments.
- Utilize data analytics to understand customer value and behavior.
- Practical exercises and simulations to analyze and interpret customer segmentation data.

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Unit 3: Pricing Strategy Development:

- Overview of pricing strategy fundamentals in the telecommunication sector.
- Explore value-based pricing models tailored to telecom services.
- Analysis of competitor pricing strategies and market positioning.
- Knowledge of price elasticity and demand forecasting techniques.
- Interactive workshops on developing pricing strategies for different telecom products and services.

Unit 4: Customer Experience Management:

- Understand the importance of customer experience in the telecom industry's competitiveness.
- Strategies for delivering seamless and personalized customer experiences across multiple touchpoints.
- Utilize feedback mechanisms and customer journey mapping to enhance satisfaction.
- Case studies illustrating best practices in customer experience management from leading telecom companies.
- The role of customer experience in customer retention and loyalty.

Unit 5: Pricing Optimization and Performance Metrics:

- Use of data analytics for pricing optimization and revenue management.
- Key performance indicators KPIs are used to evaluate pricing effectiveness and profitability.
- Techniques for dynamic pricing and promotional offer optimization.
- Understanding customer lifetime value CLV and its implications for pricing decisions.
- Practical exercises using pricing optimization tools and simulations to maximize revenue.