



C A S E S T U D Y : P R I C E B E N C H M A R K I N G

"I just wanted to drop you a note to acknowledge the exceptional report you prepared for us. The report addressed all of the questions I was hoping it would and gave us tremendous insights into this category. It will help to support our decisions about price model revisions as well as some of our go-forward insourcing versus outsourcing considerations."

**Chief Product and Strategy Officer
Financial Services**

Situation:

The product management and pricing staff at a financial services group benefits provider was being bombarded by complaints from customers and the sales organization that pricing was too high. It needed to understand objectively how its prices compared in the market.

Solution:

Line of Sight Group (LoSG) conducted an apples-to-apples pricing analysis based on a defined set of services and options. We conducted interviews with key participants in the supply chain such as suppliers, customers and other influencers, and analyzed the results based on different customer scenarios.

Benefit:

While it was not one of the original objectives, the client discovered that new pricing models were being employed by some competitors. This was causing confusion in the market and providing a distinct advantage in some market segments. The findings also confirmed that, in fact, they were being perceived differently by some buyers as premium priced and were being positioned as 'high priced' by the competition. The client's marketing staff immediately began a campaign to defend against these lower priced competitors while the product team began developing more flexible pricing models. The client also initiated a more in-depth study of its own costs and processes to reposition its own pricing more competitively.