

SITUATION

A global clinical laboratory services provider that differentiates through its high-quality lab and diagnostic services faced price pressure from low-priced competitors who undercut specific assays to gain entry to strategic customers. Rather than fight price

wars, they wanted to justify their value, but needed to better understand how competitors were offering the low prices. Did they have a lower cost structure, accept lower margins, cut quality etc.?



CASE STUDY: DEFENDING PRICE/VALUE

SOLUTION

Line of Sight implemented its Strategic Intelligence Program (SIP) to constantly monitor the competitor's pricing activity. As threats were identified, 'deep dive' analyses were conducted to understand the basis for the price undercuts and found clear differences in the testing process and significant differences in test quality.

"I wouldn't know where to go for the type of work that LoSG conducts for us. I realize there are other firms available, but to execute the study like Line of Sight does (which requires capturing sensitive info). I just don't know of other firms that would have that expertise. I think Line of Sight is one of a kind in this respect."

**Chief Product and Strategy Officer
Health Care**

BENEFIT

Armed with this information, sales representatives could explain the difference to at-risk customers and diffuse the revenue erosion. The result was annual revenue savings of over \$5 million and an ROI of over 80 to 1 (i.e., every \$1 invested in market intelligence resulted in \$10 in additional revenue).



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