Competitive pricing analysis based on qualitative research

Case study: Technology

Objective

A leading provider of a cloud-based supply chain risk management platform wanted to find out the pricing models offered by competing software solutions. As it could not gather this information through secondary or desk research, it sought Netscribes' qualitative research support.

Approach and Solution

Netscribes prepared a competitive matrix based on a combination of primary and secondary research.

Contact list creation: We analyzed various secondary sources of information to identify rival global supply chain management software firms. Based on the gathered information, we developed a respondent list comprising the competitors' sales, marketing, and business development heads.

Questionnaire design and telephonic interviewing: Next, we planned and executed Computer-Assisted Telephonic Interviews (CATI) with the respondents to capture the following information:

- Various pricing models offered

- Purchase assistance variance

- USP and value proposition in terms of product offerings, mapped against pricing

The calls were done on two levels -the first level involved gathering as much data points as possible, and the second level had the analysts counter-question the sales executives in terms of closure procedures.

Results Delivered

We delivered a detailed report that included the following competitive insights:

- Annual pricing models offered by each competitor

- A measurement of each competitor's digital footprint based on their search engine visibility

- A competitive matrix ranking each company by pricing model and value offerings

Benefits

Through the competitive study, our client was able to develop better pricing strategies for its products.

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