

CASE STUDY – COMPETITOR ANALYSIS – SERVICE

Introduction

A competitor price analysis was conducted for an IT Management service and was carried out on two different scenarios resulting in two types of charges:

- 1) home clients and small businesses who had 1-3 computers and were looking for the Break Fix service,
- 2) business clients with a minimum of 10 computers, who have no server, but work online, and who are looking for an IT solution, i.e., managed services.

Challenge:

There was no knowledge of whether they were in the ballpark with their competitors on pricing or not.

Solution:

3 home clients and small businesses who had 1-3 computers looking for a break fix service and 3 business clients with minimum of 10 computers looking for an IT solution, i.e., a managed service, was assessed and analyzed.

Benefit:

Home clients –

Their charges were

- 14% more than 2 of the other businesses and
- 46% more than the lowest charge of the 3rd business.

Business clients -

Their charges were:

53% less than the highest charge,
35% less than the 2nd highest charge and
10% less than the 3rd charge.



Result:

This insight allowed them to increase charges by 30% on their managed services which equated to an extra \$60,000 per annum.