Telecom Customer Value Management and Pricing Training Course

26 – 30 April 2027
Porto

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Ref: 1667_223214 **Date:** 26 – 30 April 2027 **Location:** Porto **Fees:** 5700 Euro

Overview

Telecom Customer Value Management and Pricing Training Course is a one-week course for telecommunications pricing managers, customer value managers, commercial analysts, product managers, revenue managers and customer analytics teams, who leave with a Telecom Value and Pricing Plan. The course connects customer value management, telecom pricing strategy, customer segmentation, tariff and bundle design, retention economics and customer lifetime value. Participants turn customer evidence into controlled offers, tests and performance decisions. Agile Leaders Training Center develops practical telecom value and pricing capability.

Who Should Attend

- Teams responsible for customer value models and commercial insights
- Teams responsible for tariffs, bundles and offer economics
- Teams responsible for product portfolios and revenue performance
- Teams responsible for churn analysis and retention actions
- Teams responsible for customer analytics and campaign measurement

The course assumes participants contribute to telecom commercial decisions and leaves out country-specific regulation, certification preparation and advanced econometric coding.

Departments and Industries

The course supports departments and industries that design recurring-service offers, manage customer value and govern price decisions.

- Telecommunications commercial and marketing functions
- Product, revenue and pricing management
- Customer analytics and experience management
- Digital subscription and media services
- Utilities, financial services and other recurring-service businesses

Learning Objectives

By the end of this course, participants will be able to:

- Analyze customer value drivers and segment economics
- Apply willingness-to-pay and price elasticity methods
- Build tariffs, bundles and value propositions
- Evaluate churn, retention and lifetime value tradeoffs
- Use campaign tests and pricing performance dashboards
- Build a governed telecom value and pricing plan

Course Agenda

Day 1: Customer Value Foundations

- Customer Value Driver Map and Evidence Register
- Customer Lifecycle and Journey Value Model
- Behavioral Needs and Usage Segmentation Matrix
- Segment Profitability and Contribution Analysis
- Customer Value Management Decision Framework

Day 2: Price and Demand Analysis

- Willingness-to-Pay Research Question Set
- Price Elasticity Scenario Analysis
- Reference Price and Perceived Value Assessment
- Competitor Offer Comparison Grid
- Price Corridor and Decision Threshold Method

Day 3: Tariffs, Bundles and Offers

- Tariff Architecture and Charging Logic Canvas
- Convergent Bundle Design Matrix
- Segment Value Proposition Builder
- Offer Economics and Margin Bridge
- Offer Portfolio Cannibalization Check

Day 4: Retention, Testing and Governance

- Churn Driver and Save-Action Prioritization Model
- Customer Lifetime Value Calculation Sheet
- Campaign Test-and-Learn Design Card
- Pricing Governance Roles and Approval Map
- ARPU Retention and Value Performance Dashboard

Day 5: Telecom Value and Pricing Practice

- Exercise: Diagnose Segment Value and Price Response
- Exercise: Build a Tariff and Bundle Architecture
- Exercise: Evaluate Retention and Lifetime Value Choices
- Exercise: Present a Governed Pricing Decision
- Capstone: Telecom Value and Pricing Plan

Practical Exercises

Suggested activities use mobile, broadband, digital subscription and recurring-service scenarios.

- Suggested activity: convert usage, needs and contribution evidence into actionable customer segments
- Suggested activity: compare willingness-to-pay evidence and elasticity scenarios before setting a price corridor
- Suggested activity: design a bundle and test its margin, cannibalization and retention implications
- Suggested activity: assemble governance decisions, campaign measures and dashboard indicators into a value plan

FAQs

Who should take telecom customer value management and pricing training, and what does it assume?

Telecom customer value management and pricing training suits teams that contribute to segmentation, offers, revenue, retention or analytics and can interpret basic customer and commercial data.

How does telecom customer value management differ from general pricing training?

Telecom customer value management links pricing with lifecycle behavior, usage segments, tariff structures, bundles, churn and recurring customer economics; general pricing training applies broader methods across products and industries.

How does customer segmentation support telecom pricing strategy?

Customer segmentation supports telecom pricing strategy by grouping customers through needs, usage, value and response patterns so teams can align propositions, price corridors and retention actions with evidence.

How are price elasticity and willingness to pay used in telecom offer design?

Price elasticity and willingness to pay provide different evidence: elasticity tests demand response to price changes, while willingness-to-pay research helps define perceived value and acceptable price ranges.

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Which measures belong on a telecom customer value dashboard?

A telecom customer value dashboard can combine ARPU, margin, churn, retention, offer uptake, campaign response, customer lifetime value and decision assumptions so teams can monitor both immediate and lifecycle effects.

Conclusion

Participants take back a Telecom Value and Pricing Plan containing segment evidence, price scenarios, tariff and bundle choices, retention economics, test designs, governance decisions and performance measures. The plan makes commercial assumptions and customer tradeoffs visible. It helps pricing, product, revenue and analytics teams coordinate repeatable decisions across the customer lifecycle.