Case Study

Philips is using Omnia to gather retail prices and automate pricing for its Direct-To-Consumer shop globally and enforce commercial policy.

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Case Background

Philips is a major brand of consumer electronics goods. They operate a direct-to-consumer shop globally and had a goal to increase revenue D2C channel.

MULTIPLE DATA SOURCES

Pricing adjustments took a lot of manual work: gathering market pricing and calculating new prices.

LACK OF AUTOMATION

Frequency of adjustment low because no automation & different level of pricing maturity in various markets.

NEED FOR CONTROLLED POLICY

Requirement: more control on commercial policy improving customer NPS by preventing insult pricing

Outline to Success

INITIAL LAUNCH

After a succesful pilot in UK market, Omnia software was rolled out to 20 countries over 3 continents

PARTNERSHIPS BUILT

Strong partnership as trusted adviser in their dynamic pricing capability (customer success approach)

ON-GOING GROWTH

Standardization of software across markets facilitated knowledge sharing and thereby learning

2019 2020 2021 2022 2023 →

AGILE APPROACH

Quickly started with simple strategies to expand & optimize continuously

ON-GOING SUCCESS

Minimised time spent on manual work & Grew sales of the D2C channel

ON-GOING CONSISTENCY

Improved pricing consistency leading to clear story to trade partners

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