



PHILIPS

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

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.

Case background

- Pricing adjustments took a lot of manual work: gathering market pricing and calculating new prices
- Frequency of adjustment low because no automation
- Different level of pricing maturity in various markets
- Requirement: more control on commercial policy improving customer NPS by preventing insult pricing

Approach Outline

- After successful pilot in UK market, Omnia software was rolled out to 20 countries over 3 continents
- Agile approach: quickly start with simple strategies and expand/optimize continuously
- Strong partnership as trusted adviser in their dynamic pricing capability (customer success approach)



Key elements of success

- Minimised time spent on manual work
- Grew sales of the D2C channel
- Standardisation of software across markets facilitated knowledge sharing and thereby learning
- Improved pricing consistency leading to clear story to trade partners