

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

Welcome to IIMK



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Yphone plan design**

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## **Yphone plan design**

### **Abstract**

Yphone, a major telecom company in India is contemplating on a new mobile phone plan that could be rolled out to withstand competition. Ajit, a new marketing intern from IIMK has been assigned with the job to find out the best plan that would meet the customer needs. However, doing his initial research Ajit understood that when asked about customer preferences on different attributes in a plan like validity, number of calls, data limit etc., customers seem to prefer all of them highly. How can he then make a mobile plan after accounting the trade-offs between various attributes? How can he make a plan that maximizes customer utility?

### **Case**

Yphone, a major telecom company in India is contemplating on a new mobile phone plan that could be rolled out to withstand competition. Ajit, a new marketing intern from IIMK has been assigned with the job to find out the best plan that would meet customer needs. However, doing his initial research Ajit understood that when asked about customer preferences on different attributes in a plan like validity, number of calls, data limit etc., customers seem to prefer all of highly. How can he then make a mobile plan in which trade-offs between various attributes? How can he make a plan that maximizes customer utility?

Ajit remembered the concepts that he had learned in the market research class. He decided to try Conjoint analysis. He decided to collect customer data and express each of these attributes in terms of utility and each other. He anticipated this would help him to arrive at an answer.

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