



EGE **EPIC** Growth Exchange

27th and 28th March 2025, Dublin, Ireland



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Pricing Director

*EPIC 3.0 – democratising Conjoint and the future of
pricing research*

Genesis of EPIC Conjoint



QUALITY



SERVICE



PERFORMANCE

CUSTOMER

SATISFACTION



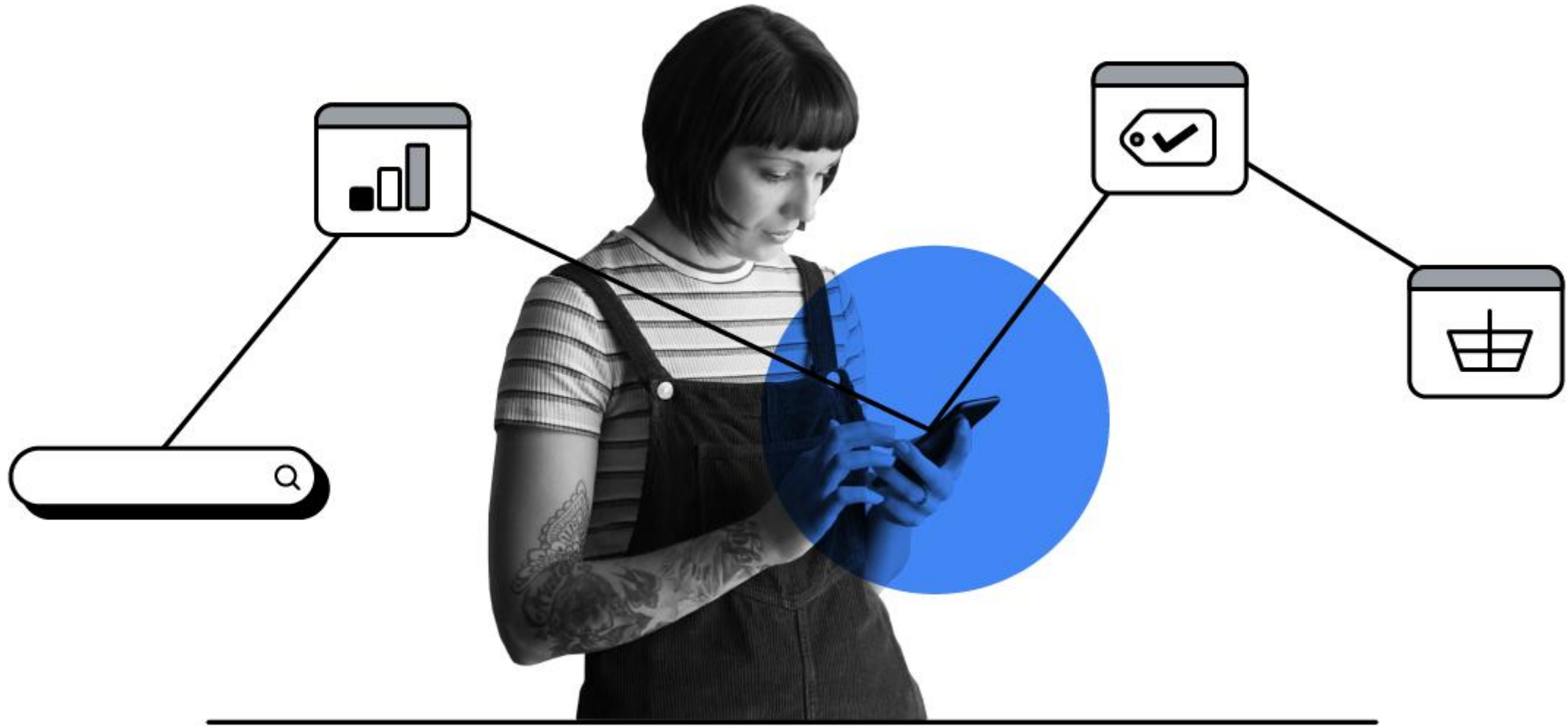
EXPERIENCE

RELIABILITY





Customer Acceptance Test



Test: Is this what the customer needs, wants or asked for?

Test: Is this the price the customer is willing pay?

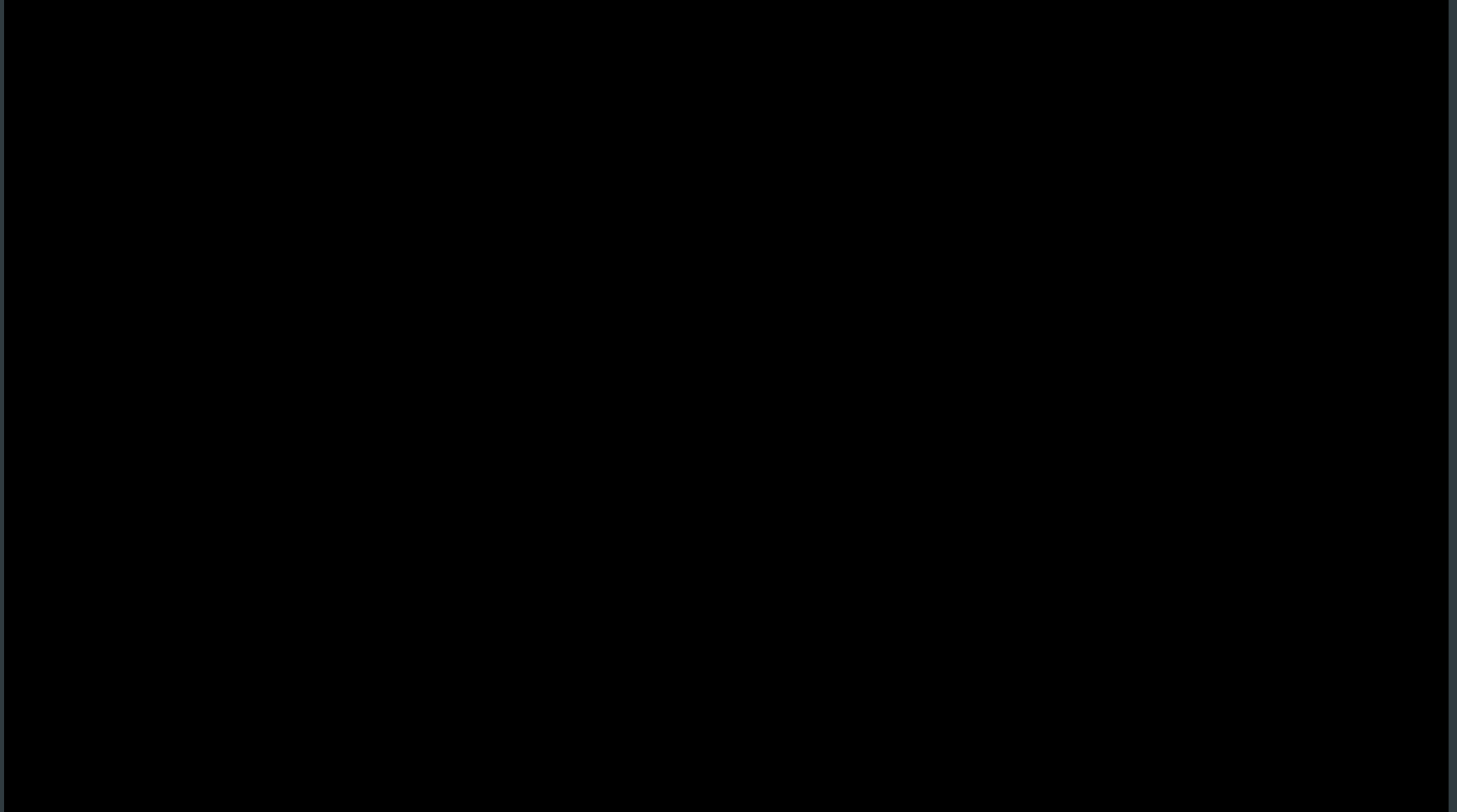
Industrialize conjoint analysis across **ooredoo** group to prevent poor pricing decisions



Conceived: 2015
Doha, Qatar



EPIC was designed and developed over 12 months



Trusted research partner, EPIC works with world-leading brands on projects across the globe - serving 130+ markets.

TELCO	CPG/FMCG	Financial	Auto	Pharma/ Health	Consumer Goods	B2B	Indirect	Other
      	             	        	      	   	      	     	        	       

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EPIC 1.0

Democratize Pricing & Product Research



Market Research Agency or Consultancy



4-12 weeks turnaround

Too slow for competitive sectors where propositions change rapidly



Consume headspace

Agency needs significant hand holding to design the survey



\$100,000-\$250,000

Traditional conjoint: slow, complicated, very expensive

 **EPICConjoint**



< 1 week turnaround

EPIC's rapid, agile survey design process means results are available by end of week



1-2 days

EPIC's conjoint experts take the cumbersome survey design burden off your shoulders



Next day results

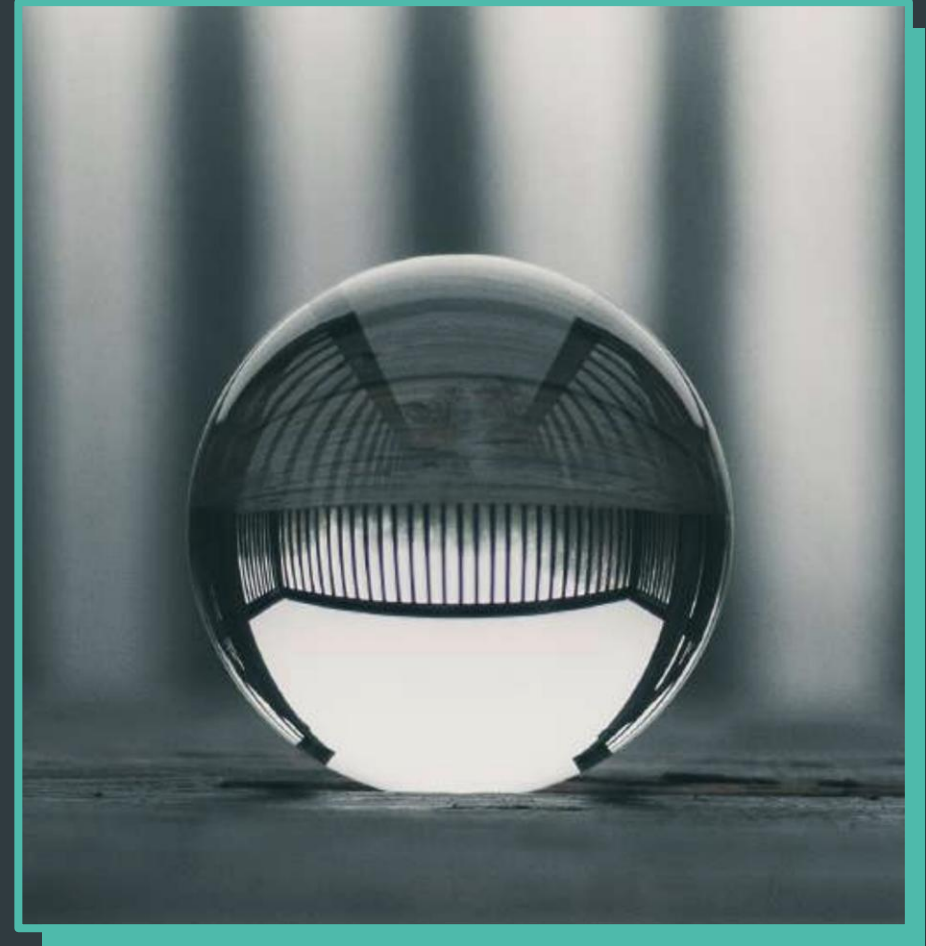
for a fraction of the cost

EPIC conjoint: rapid, agile, cost effective



EPIC 2.0

Democratize conjoint for FMCG use cases



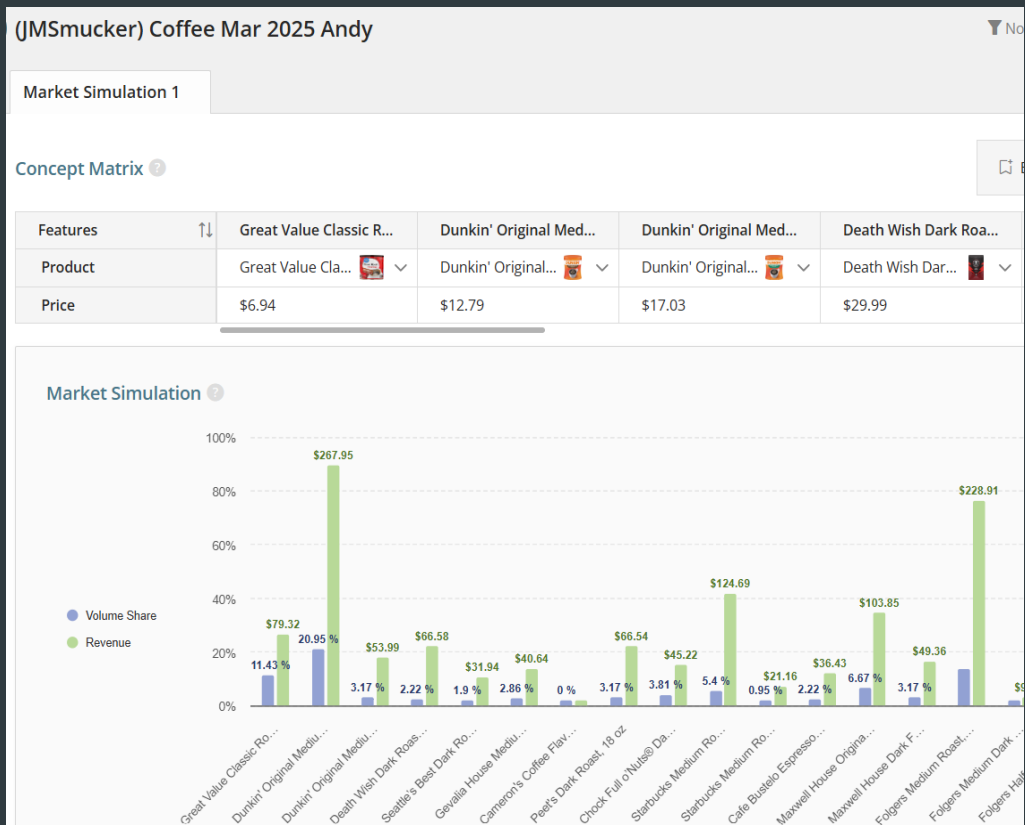
EPIC 3.0

Democratize conjoint
for FMCG users and
emerging markets

EPIC Conjoint mission:



Current EPIC Simulator



Requires time, focus and patience

EPIC Ai Insights Engine

EPICConjoint

This is a demo of the EPIC AI Chat Assistant. Our AI assistant will help you uncover valuable insights based on the survey data, all it needs is your questions.

Profile & Survey Configuration

User Profile

Username: CCURLEY

Tennet: Panadol

Survey Details

Select Product Category: Pain_Relief

Select Market: UK

Select Survey: P_001_UK_SmallPack_HeadacheMedication

Options

Resources, Terms & Conditions

EPIC 3.0: AI Insights Assistant v2

When you are ready, select your Usecase then begin asking questions and our AI assistant will provide you with insights based on the survey results.

Usecase selection

What Usecase best matches your need?

- 1 - Pricing Optimisation: Identify the optimal price point & feature combination to maximise volume share
- 2 - Maintain / Optimise Price with new product size: Identify the optimal price point of new product and minimise drop in demand
- 3 - New Product Development: Identify the optimal price point & feature combination to maximise volume share
- 4 - Product Comparison: Understand optimal price points and minimise cannibalisation between levels of tiered offerings/products
- 5 - Other Customer Research (non-pricing): Identify customer preferences for messaging / packaging choices / product features

Starter examples

- Tell me about my survey design and background for the UK market
- Provide an overview survey results including price recommendations for the UK market. Please include key considerations a pricing manager must understand to make informed decisions.
- Based on my survey results, highlight the key opportunities for the UK market for Pain_Relief category

Ask your question here

How might I help you?

Ask our AI Assistant

Answers at the click of a button

Emerging Markets are required to drive Growth



EPIC's Ai Insights Engine

Our global pricing expertise at your fingertips

enhance
decision making with
tailored in-depth analysis

