

~\$3.5m of pricing clarity in 3 weeks

Human guided, AI powered. A fragmented data landscape unified, a ~\$3.5m annual pricing gap surfaced at the customer level, and a segmented customer target list delivered.

THE CLIENT & THE CHALLENGE

Pricing aspiration, fragmented data.

An enterprise SaaS client wanted to evolve its pricing model. Revenue ran through per-site subscriptions and transactional fees across multiple modules, but the relationship between list price, actual price charged and value delivered had never been measured at the customer level. Leadership could see something wasn't right, but couldn't size the opportunity, rank it, or act on it.

- ▶ Five disconnected datasets with no shared customer ID and no clean join key
- ▶ Aggregated billing obscured per-module economics and effective discounts
- ▶ A customer-level pricing view had never been attempted, let alone delivered

THE ENGAGEMENT

Commercial acumen, multiplied by AI.

A bespoke commercial model, AI-built, unified a fragmented data landscape into a clean per-customer view in a fraction of the time conventional analysis would take, then interrogated it for pricing signal.

3 weeks

End-to-end timeline

5 datasets

Reconciled into one per-customer view

~\$3.5m

Annual pricing gap surfaced

THE OUTCOMES

Decision-ready options, ranked and traceable.

~\$3.5m annual gap quantified

Sized for the first time at the customer level, materially below rate-card expected revenue. Every figure traces back to its source.

Concentration found

The top 20% of under-priced customers accounted for ~50% of the gap, turning a base-wide reprice debate into a focused, named-customer review.

Value Delivered Score

A per-customer measure of how much value the client is extracting from the platform: how embedded, how sticky. Segmented across the base to show where value is dense, and where it is thin.

Pricing Risk Score

More than a risk flag. A guide for live pricing conversations: which customers to lead with, which to defend, and which conversations to hold until the evidence is stronger.

14x – 56x ROI

Potential return on the engagement. Based on \$175K–\$700K in potential annual recovery (5–20% capture of the ~\$3.5m gap), compounding from Year 1 onward.

The takeaway: pricing leakage was structural and concentrated, not random. A targeted, customer-by-customer approach was the recommended next step.