

Session 3

Transition, communication and managing consumer impacts

Distribution pricing conference

17 August 2016

How change to pricing structures is managed is crucial to success

We have identified three aspects to the process

- Transition
- Communication
- Managing consumer impacts

Transition

The transition to efficient distribution pricing

- the practical steps that need to be taken to introduce new price structures
- the timeframe.

Communication

Communication of pricing structure and pricing changes

- what is communicated to consumers, how, when, and by whom

Managing consumer impacts

Managing consumer impacts

- understanding and managing the expectations of consumers relating to the introduction of new distribution price structures.