



## **THE COMPANY**

FASTWEB is one of the main telecommunications operators in Italy. The company was born in Milan in 1999 from a project based on innovative ideas: the construction of a fiber optic network and the adoption of the IP protocol for the transmission of voice, data and video, both on fiber and on ADSL. FASTWEB addresses business-to-business and business-to-consumer markets.

In particular, to business users it guarantees advanced and competitive services in various market segments: public bodies, small offices, professionals, SMEs, large companies, universities and research institutes. On the other hand, FASTWEB offers families a wide range of integrated services of fixed and mobile telephony and ultra fast Internet in the B-to-C market.

## **THE MARKETING CASE\_1**

Regarding the business-to-business market, some customer portfolio analysis at the end of 2015 (150,000 customers) showed that there are both small and large enterprises among the new customers (30,000). At the beginning of the year, the company had 140,000 customers. With reference to the new customers acquired in 2015: the small offices, professionals, SMEs (SOHO segment) that chose the company during the year purchased on average 2 offer packages: Advance (fixed) and Unit 100 (mobile). The average price of the monthly fees for these offers is 30 euros. These customers constituted 95% of the company's new customers in 2015. The contracts are blocked for 36 months.

On the other hand, among the new large enterprise customers amounting to the remaining 5% of the 30,000 acquired in 2015, the aforementioned enterprises (BIG FIRM - BF segment) that chose the company during the year purchased an average of 3 offer packages: Tailored Advance (fixed), Unit 300 (mobile) and Centralino Pack 24 (complementary solutions). The average price of the monthly fees for these offers is 90 euros. The contracts are locked in for 36 months.

1. Calculate the LTV of the typical SOHO and BF customer. What is the total value of FASTWEB's two business customer segments? Which of the two segments is strategically more important to the firm?
2. Based on the given data, calculate the CRR, churn rate, CDR and APS of FASTWEB's entire customer portfolio, with reference to the year 2015.

## **THE MARKETING CASE\_2**

Regarding the business-to-consumer market, analyse the actual offering in FASTWEB web site (9<sup>th</sup> January 2023) related to INTERNET, MOBILE, INTERNET+MOBILE, CUSTOMIZED OFFERS.

3. Evaluate comparatively FASTWEB's offerings in BtoC market (family): focus on key benefits (3.a) and market micro-segmentation (3.b).