



On-track pricing for a more stable future.

Profile is one of the the leading Benelux car tire and maintenance chains, with 160 stores in the Netherlands and 60 stores in Belgium.

Executive Summary

Profile took its integration with Omnia as a chance to improve its pricing strategy — making the organization significantly more sophisticated in an industry threatened by undercutting pure players.

Challenges

Profile had a pricing strategy that had grown organically throughout its 30 year history. And while the pricing strategy worked while the company was small, it wasn't sustainable for the company's expanded growth.

One of the growth challenges is the franchise structure of the company. Profile franchisees are provided with modern systems to properly perform their activities, but the decentralized nature of the company still left room for discrepancies. With 160 locations in the Netherlands alone, how could Profile maintain the same price across its webshop and independent stores?

“More than anything, Omnia helped us take control of our pricing across an organization that has a wide variety of stakeholders .”

MAARTEN APPELO
MARKETING COMMUNICATION MANAGER



Additionally, in recent years several online pure players have emerged on the market. This means Profile now has two distinct types of competition: comparable omnichannel providers like itself, and online pure players who can undercut a brick-and-mortar company's prices.

The road to better pricing

Profile asked Omnia to help automate and update its pricing strategy to reflect the changing market and corporate dynamics. Ultimately Profile adopted Omnia's Dynamic Pricing tool to collect competitor data insights, then automatically adjust its prices online.

But Omnia is just a tool, and a clear objective, pricing strategy, and method for execution is necessary to make the tool useful. That's why Profile used the adoption of Omnia as an opportunity to improve its pricing strategy.

With Omnia pricing strategy partner Johan Maessen of Commercieel Verbeteren, Profile was able to stabilize its pricing strategy and discover opportunities for improvement.



Results

The combined use of Omnia and expertise from Commercieel Verbeteren helped Profile improve its margins, centralize its pricing decision making, and improve its overall understanding of its pricing mechanisms.

“The combination of the Omnia software and the partnership with Johan was invaluable. Now we have the knowledge to build and refine a pricing strategy that works for us, but also the tools needed to carry out that strategy efficiently.”

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Notably, Profile implemented a multi-level pricing committee consisting of internal staff as well as franchise owners. This committee meets periodically to continuously improve and optimize its strategy based on data from the Omnia portal. The overall reception of this new structure has been positive. Franchisees are happier with the price advices, and readily adopt the advice at their own locations.



Conclusion

Ultimately, Profile used Omnia's tooling and strategic partnerships as an opportunity to improve its overall relationship with franchisees and customers. With Dynamic Pricing, Profile was able to align its pricing strategy with different customer segments to match consumer value and improve overall margin. But the tool also helped Profile define a clear strategy and improve its internal process in communicating prices, giving the company a stable foundation for new strategic growth.

Get in touch with Omnia

Interested in learning how Omnia can help you achieve your business goals? Reach out today to get started for free.

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