



How to manage customer
satisfaction & profitability
during high inflation
period?

Listing Portal World



B2C needs



- Variety of listing
- Quality, trust



B2B needs



- More & more ringing calls
- Promo / price disc.
- Priorization & caring

Changing insights during inflation period



-Floating **reference price**

-Mitigation plan against **irrational price increase**



-More emphasis on **value for money**, consumer is more inclined to most **valuable brand**



-Contracting functionality has changed from **churn reduction** to **price protection shield**



1) Traffic Distribution

For majority of listing portal, **distribution is uneven:**

- i)At the account level-- > **20%** of account gets **80%** of the total traffic
- ii)At listing level □ **5-10%** of listing gets **80%** of the total traffic



Anomaly most often triggered by the **listing portal itself**, the sponsored listing packs ruins the sorting algorithm



Decreased # of sponsored listing sales by 80% to maintain a normal distribution resulting more value for money & customer satisfaction

2) Portfolio Sharing □ First in TR Market

We have launched a portfolio sharing which fastens property selling duration

Realtor have
portfolio but no
customer



Realtor have **no**
portfolio but no
customer



Important myth broken- Realtor could share commission w other sales partner

Significant penetration resulting **lower churn & higher NPS**

3) Auto Re-contracting

Customer insights : Irrational price increase, value for money distortion

Listing portal insights: High telesales effort, reducing churn since new customer acq cost is high



First contract

Renewal period

Second contract

**Solution is the auto-renewal structure promising increase inline with inflation,
resulting low cost & low churn**

Results

Unlike ecommerce growth companies, **EJ has managed to grow its revenue by surpassing inflation**

Significant contracting & NPS uplift thanks to traffic distribution, auto recontracting