



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



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

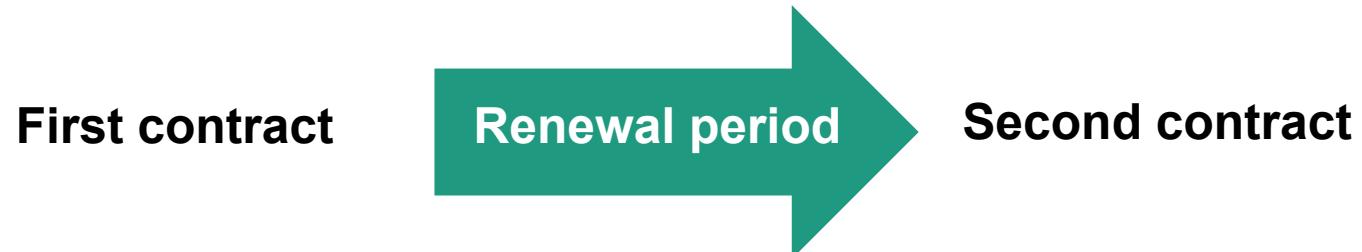
Significant penetration resulting **lower churn & higher NPS**

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



**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