

This example of how a case submission can be formulated is based on Nick Marsh's blog post: [Front book vs back book pricing: The service marketing conundrum and what it means for service designers](#)

Front book vs back book pricing: The service marketing conundrum and what it means for service designers

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Case background

This case introduces the concepts of front book and back book pricing to the service design community and expands on why service designers should be interested in them. This is done by putting the concepts in the context of a case study. Working with a big media company, we were faced with the challenge of various types of pricing for new and existing customers. This is described as front book and back book pricing.

Front book vs back book prices is a very simple concept, but one that leads to lots of complexity. Essentially, front book prices are the prices of services available to new customers, and back book prices are all the prices that were previously available to customers, stretching back over time.

As a rule of thumb, in a competitive market, you would expect front book prices to slowly go down over time.

Our challenge in this project is to create a web based tool that enables existing customers to manage their service packages and extras, and upgrade and modify their choices. This means creating an interface that links the customers back book package details with the current front book service portfolio and prices. Considering that there are 63 potential front book configurations this is no small feat.

Fortunately, as most of the processes contained within the tool are currently handled by the call centre we have a wealth of information about what customers are saying and doing. From the insights gathered in the call centre we'll begin to develop some clear, user centred design principles aligned to some clear, realistic use cases to help govern decision making.

Take home

Taking a step back from this specific project, below I've outlined some of the lessons I'm drawing from this project that are relevant for the 'service designers' working on the pricing strategies, product and service roadmaps and marketing campaigns that shape the front and back book of a companies' portfolio of propositions.

1. Design great services (and prices)
2. Remember that customers experience and view services as part of a portfolio
3. Keep speaking to customers all the time
4. Keep it simple and focused
5. Build a strong brand to help protect margins and value
6. Remember that service design is really an organisational challenge, which means you need to keep talking across the business as much as possible and keep sticking to your user centred guns!