

DESCRIPTION & LEARNING OBJECTIVES

The “Customer is King” game simulates the behaviour of customer segments of the brokerage industry.

Each participant manages an independent brokerage firm. The participant would have to focus on greater profits by taking up to 13 critical decisions – Pricing Decision for Customer Segments, Relationship Managers Focus & their Training, Market Research and Product Development.

The participants would be exposed to stiff competition from peers. The marketing concepts such as marketing-mix, segmentation, targeting, positioning and 4 Ps would come in handy while maneuvering through the game.

Each round is equivalent to 3 months in the game. The participants are evaluated on the basis of cumulative profit with relative to others.

The general process is to enter your firm's decisions for a given period. Then, in the tournament game, you will advance to the next time period in accordance to the specified schedule that will be given to you. You must make sure that the decisions are submitted before the specified times otherwise input of previous round would be repeated for current round. (Note: in other games, you will be competing against computer managed firms and will be able to advance the game by yourself). After end of each period, your decisions are evaluated relative to the competition and a set of reports are generated for your introspection.

Rate' minus 'Discount to Sub-Broker Segment' plus 'Sub-Broker Margin Rate'. 'Sub-Broker Margin Rate' is the brokerage rate charged by Sub-Broker over the rate offered by you. The customer base of Sub-Broker is Retail Client and if the effective price for Sub-Broker's clients is more than effective price for your Retail Client, then you are unlikely to attract any Sub-Broker as a client. Discounts to various customer groups might be necessary to attract them from competition, but beware, some customers perceive low price as low quality.

Discount to Retail Clients

This means discount to Retail customers in basis points (bps) on the published 'Charge Rate'. The net brokerage rate for Retail customers would effectively be 'Charge Rate' minus 'Discount to Retail Clients'. Discounts to various customer groups might be necessary to attract them from competition, but beware, some customers perceive low price as low quality.

IT Spending on Speed Improvement

This is the money earmarked by you towards improving the speed of your services. Needless to say, not all customers are cost-conscious; some are willing to pay higher charges for better services.

IT Spending on Reliability Improvement

This is the money earmarked by you towards improving the reliability of your services. Needless to say, not all customers are cost-conscious; some are willing to pay higher charges for better services.

Market Research

This is your decision to subscribe to 'Market Research' and 'Graphs' report next period or not. The information in 'Market Research' and 'Graphs' can be quite important and usually provides information on 'Sub Broker Margin Rate', Price-Speed-Reliability perceptions of various customer segments and Competitor Decisions. The cost of subscribing to 'Market Research' and 'Graphs' for a single period is Rs. 1,000,000. You can take this decision only from 3rd round onwards.

Training Expenditures

This is the money earmarked by you towards training of your relationship managers. Training is quite important as better education and etiquettes help tide over most difficult of clients. You can take this decision only from 4th round onwards.

Relationship Managers for Customer Retention in FII Segment

This is the number of relationship managers hired and appointed for retaining the FII customers. If there is a high churn in your FII customers, you know where to boost resources. The quarterly salary of a single relationship manager is quite high at Rs. 600,000. You can take this decision only from 5th round onwards.

Relationship Managers for New Customer Acquisition in FII Segment

This is the number of relationship managers hired and appointed for acquiring new FII customers. If the number of new FII customers is low, you know where to boost resources. The quarterly salary of a single relationship manager is quite high at Rs. 600,000. You can take this decision only from 5th round onwards.

Relationship Managers for Customer Retention in HNI Segment

This is the number of relationship managers hired and appointed for retaining the HNI customers. If there is a high churn in your HNI customers, you know where to boost resources. The quarterly salary of a single relationship manager is quite high at Rs. 600,000. You can take this decision only from 5th round onwards.

Relationship Managers for New Customer Acquisition in HNI Segment

This is the number of relationship managers hired and appointed for acquiring new HNI customers. If the number of new HNI customers is low, you know where to boost resources. The quarterly salary of a single relationship manager is quite high at Rs. 600,000. You can take this decision only from 5th round onwards.

DESCRIPTION OF GAME SCREENS

The screen description is intended to give you a preview of what's in store for you in the game. It is critical to clearly understand the screens here although there is no replacement of in-game practice.

P & L Statement

In P & L Statement, you can take a look at recent financial performance.

P&L Statement (in ₹)	
P&L Statement for Round 2	
Revenue	54,962,071
Variable Cost	5,628,215
Fixed Cost	15,000,000
Gross Profit	34,333,856
IT Spending on Speed Improvement	500,000
IT Spending on Reliability Improvement	500,000
Market Research Expenses	1,000,000

Level of Speed	52
Level of Reliability	72

Revenues

It is calculated by multiplying Net Charge Rate to Funds parked by respective Customer Segment.

Fixed Costs

It is constant at 15,000,000.

Variable Costs

It is calculated by multiplying 5 basis points (bps) Total Funds parked with your firm.

Gross Profit

It is equal to revenues minus fixed costs minus variable costs.

IT Spending on Speed Improvement

It is same as your firm's decision.

IT Spending on Reliability Improvement

It is same as your firm's decision.

Market Research Expenses

It is equal to 1,000,000 when your firm opts for it at the time of decisions.

Training Expenditures

It is same as your firm's decision.

Relationship Manager Expenses

It is dependent upon the total number of Relationship Managers hired by your firm.

Profit before Tax

It is equal to Gross Profit minus IT Spending on Speed Improvement minus IT Spending on Reliability Improvement minus Market Research Expenses minus Training Expenditures minus Relationship Manager Expenses.

Taxes

The applicable tax rate is 30%.

Profit after Tax

It is equal to Profit before Tax minus Taxes.

Level of Speed

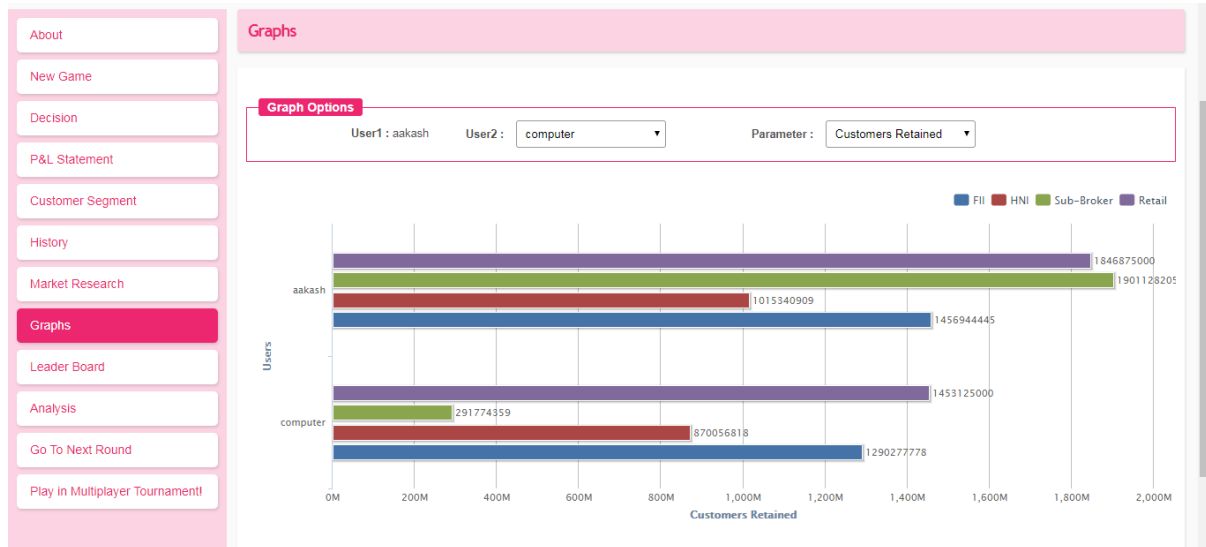
It is equal to actual Level of Speed of your firm's services.

Level of Reliability

It is equal to actual Level of Reliability of your firm's services.

Graphs

A dynamic page wherein you can compare various parameters vis-à-vis competitors. Please note that this page is available only when your firm subscribes for it through the decision page.



Leader Board

In Leader Board, players are ranked on basis of cumulative profits.

Rank	User Name	Cumulative Profits
1	computer	47,164,164
2	aakash	40,188,358

History

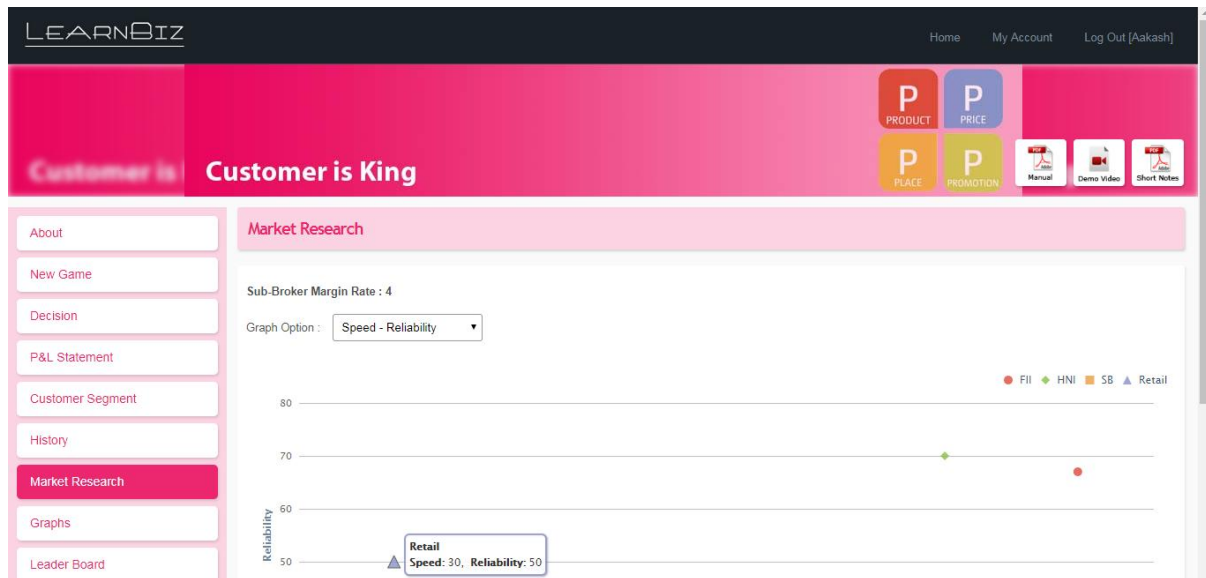
In History, the decisions and various output variables of last 3 rounds (9 months) would be displayed.

The screenshot shows the LEARNBIZ website interface. The top navigation bar includes 'Home', 'My Account', and 'Log Out [Aakash]'. The main header features the text 'Customer is King' and several icons representing 'PRODUCT', 'PRICE', 'PLACE', and 'PROMOTION', along with links for 'Manual', 'Demo Video', and 'Short Notes'. A left sidebar contains navigation options: 'About', 'New Game', 'Decision', 'P&L Statement', 'Customer Segment', 'History' (highlighted), 'Market Research', 'Graphs', and 'Leader Board'. The main content area displays a 'History' table with the following data:

Round	0	1	2
Charge Rate (in bps)	60	60	60
Discount to FII (in bps)	10	10	10
Discount to HNI (in bps)	10	10	10
Discount to SB (in bps)	15	15	15
Discount to Retail (in bps)	10	10	10
IT Spending on Speed (in ₹)	500,000	500,000	500,000
IT Spending on Reliability (in ₹)	500,000	500,000	500,000

Market Research








In Market Research, two primary piece of information is provided – (i) Sub-Broker Margin Rate; (ii) Customer Segments' Desired Perception. Please note that this page is available only when your firm subscribes for it through the decision page.



Customer Segment

In Customer Segment, you will get information about various customers segments – such as new customers acquired, retention of old customers and market share.

LEARNBIZ Home My Account Log Out [Aakash]

Customer is **Customer is King**








Customer Segment

Segment	FII	HNI	Sub-Broker	Retail
Net Charge Rate (in bps)	50	50	45	50
Customers Retained (in ₹)	1,456,944,445	1,015,340,909	1,901,128,205	1,846,875,000
New Customers Acquired (in ₹)	1,167,569,444	891,278,925	739,032,479	2,238,260,870
Total Customers (in ₹)	2,624,513,889	1,906,619,834	2,640,160,684	4,085,135,870
Market Share (in %)	51.6	53.3	59.9	56.3

[About](#)
[New Game](#)
[Decision](#)
[P&L Statement](#)
[Customer Segment](#)
[History](#)
[Market Research](#)
[Graphs](#)
[Leader Board](#)