CASE STUDY

from regional pilot to global pricing control

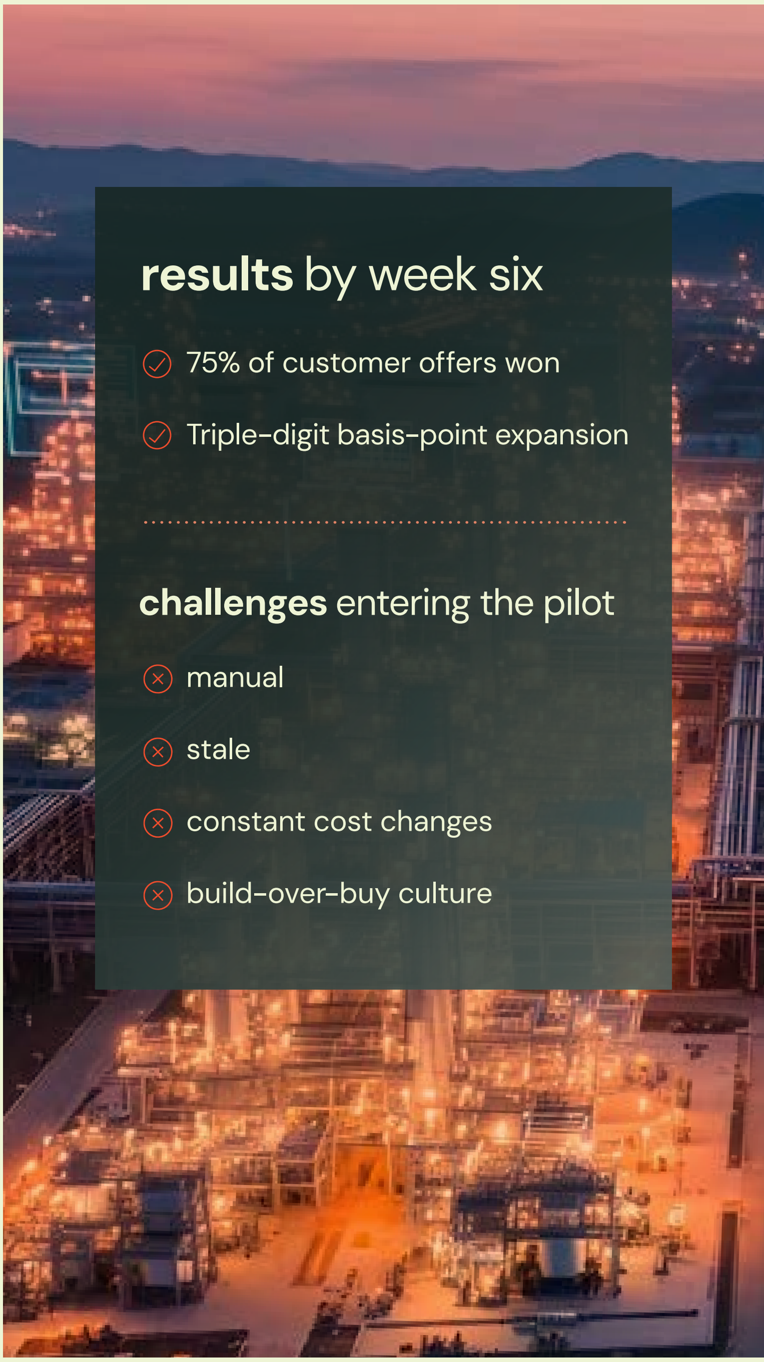
A case study presented by the head of global pricing and profitability at a fuel and lubricants manufacturer.

zilliant

from manual pricing to rapid pilot success

After two decades of consistent revenue growth, this fuel and lubricants manufacturer had outpaced its manual pricing capabilities. Constant cost changes and evolving commercial guidelines demanded faster decisions, but pricing remained slow, stale, and difficult to govern. As the business expanded, margin was increasingly exposed across day-to-day quoting decisions, while a strong build-over-buy culture made bringing in an outside technology partner a difficult internal sell.

Despite that initial resistance, the company conducted a thorough evaluation and launched a focused 12-week pilot of **Zilliant Price IQ®** in Asia Pacific. The goal was to bring trusted, science-based guidance to spot quotes without limiting seller flexibility. By week six, the company was winning three-quarters of customer offers and delivering triple-digit basis-point expansion, proving that greater pricing control could improve both speed and profitability.



results by week six

- 75% of customer offers won
- Triple-digit basis-point expansion

challenges entering the pilot

- manual
- stale
- constant cost changes
- build-over-buy culture

going global with Zilliant

Before the successful Asia Pacific pilot was complete, the manufacturer committed to a global rollout of Zilliant Price IQ and **Zilliant Price Manager™**. Price IQ brought explainable, science-based guidance to pricing decisions through customer segmentation and price elasticity insights. Price Manager provided a consistent way to operationalize that guidance across list prices, customer ratings, and spot quotes.

Together, the solutions connected business rules, cost trends, and strategy inputs, giving teams a more agile and disciplined approach to pricing.

The manufacturer used Price IQ and Price Manager to:

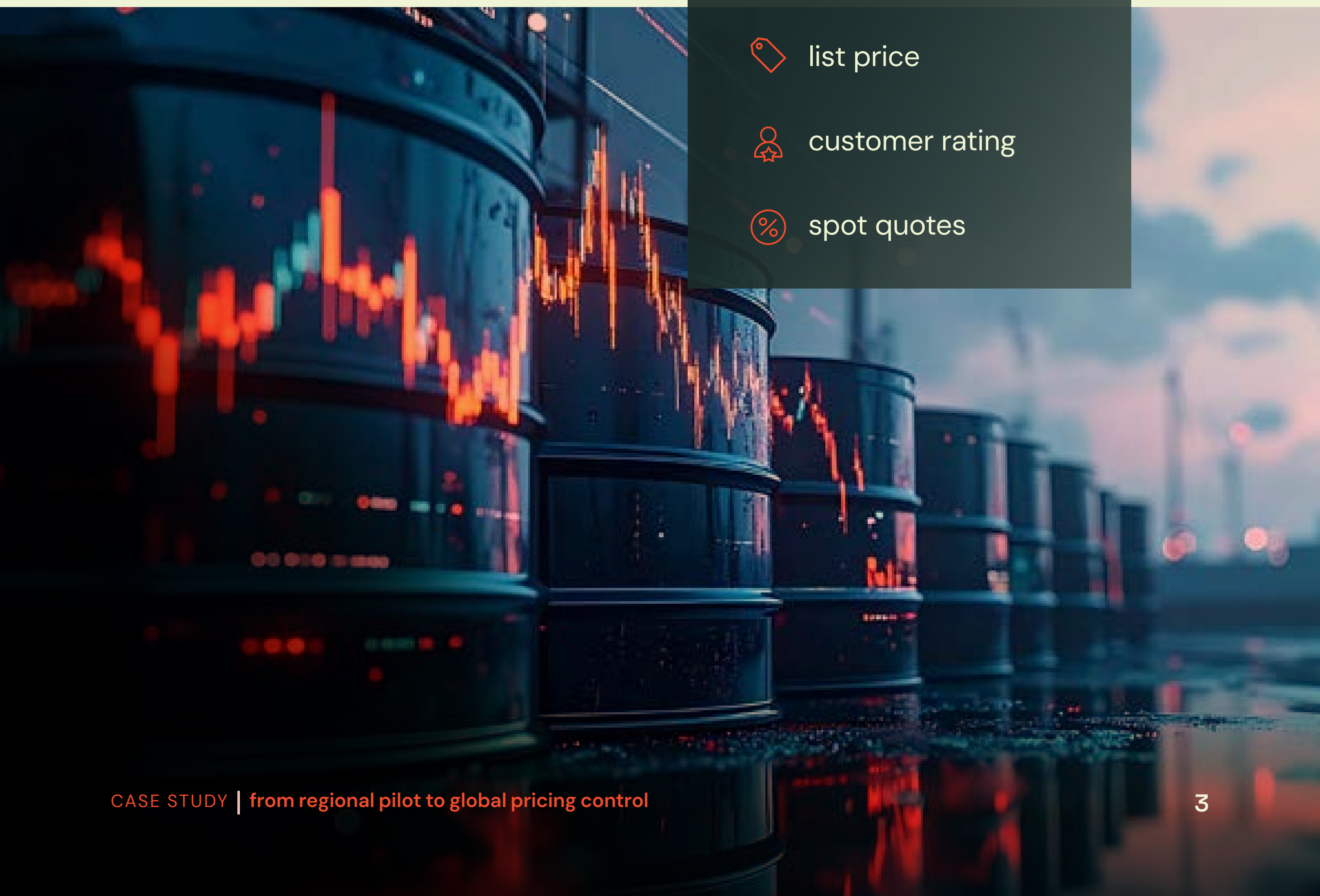
Build guidance using discounts from list prices or markups on cost, preserving sales flexibility within clear guardrails.

Automate customer-specific pricing, allowing sellers to respond faster to constant cost changes.

Ensure the right prices were used in spot quotes and aligned with corporate revenue and profitability goals.

three price types

- list price
- customer rating
- spot quotes



zilliant

building adoption globally

change management approach

Recruit sales change agents

Hold in-person listening sessions

Promote awareness across internal channels

The initial Asia Pacific pilot informed the manufacturer's global change management and adoption strategy. The company invited top sellers to test the new pricing process and provide feedback, then enlisted them as change agents who could help educate their peers. In-person listening sessions ensured seller pain points were addressed as the rollout expanded.

The pricing team also partnered with corporate communications to promote awareness through articles, webinars, and roadshows. This ongoing communication helped teams understand the new approach and build confidence in the guidance.

> "If teams don't hear about it, they will draw their own conclusions. Communicate as much and as frequently as you can and use all channels at your disposal."
>
> — Head of Global Pricing and Profitability, Fuel and Lubricants Manufacturer

a new pricing culture

By combining trusted, science-based guidance from Price IQ with consistent execution through Price Manager, the manufacturer transformed its pricing culture and streamlined its processes.

The results of this global pricing transformation include:

- Influential skeptics became champions
- More time spent on value and strategy, with less spreadsheet churn
- Faster responses to cost and market changes
- Science-based guidance available at the point of decision

"With science now at our fingertips, we're positioned to thrive in our industry."

— Head of Global Pricing and Profitability, Fuel and Lubricants Manufacturer

---

Zilliant helps B2B enterprises execute pricing consistently, confidently, and at scale. We bring control, visibility, and explainable AI to pricing decisions across the business so companies can move faster, respond to change, and drive profitable growth. Learn how to make pricing your power at **zilliant.com**.