

# SunTec helps a new generation Indian bank increase its customer base

The client, a new generation Public Indian bank with the aim to deliver excellent customer service provides Personal, Business, Rural, Commercial and Wholesale banking to its customers.

In order to have a competitive edge in the industry, the client wanted to deliver innovative products and services to acquire trustworthy customers. The bank was in search of a customer centric product suite which would help deliver faster results without compromising on the customer service provided

## Business Challenges

- ⦿ Need for a dynamic pricing and billing system that was capable of handling different complex scenarios and conditions
- ⦿ A customer centric system that would effectively integrate with their core banking system for faster and better results
- ⦿ Deliver personalized offerings to their client based on the individual needs in terms of personalized pricing and other services offered to the client
- ⦿ Provide complete transparency to their customers for the fees and charges paid by them
- ⦿ Deliver discounts and special rates to their loyal customers to improve the customer satisfaction levels

## Benefit

Xelerate has powered the client to place customers as their focal point. This has enabled them to deliver customer centric and personalized offerings. Xelerate was able to easily integrate with their existing systems. This has helped them to reduce the turn around time for the services provided, thus generating faster ROI and rapid growth in customer base

# SunTec™

[contactus@suntecgroup.com](mailto:contactus@suntecgroup.com)

[www.suntecgroup.com](http://www.suntecgroup.com)

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## Xelerate helped the client to achieve customer centricity and deliver superior customer experience

Provided the client with a fully automated and centralized pricing system capable of handling any complex transactions

Provided the client with a full fledged billing system that delivered consolidated and personalized generation of periodic invoices and bills ensuring complete transparency

Helped the client to design and deliver tailored products and bundled offers and ensured the best price for both the client and customer

Enabled the client to deliver discounts and special rates to different customer segments, products and services and for a specific time period

Enabled them to design price and free limits for the customer segments based on the charge category, pricing frequency, commitment levels, charging basis and other various parameters

## About SunTec

At SunTec Business Solutions, we help our clients increase the lifetime value of their customer relationships through effective revenue management and real-time customer experience orchestration. With a legacy of deployments in over 45+ countries, SunTec is a trusted partner to some of the world's leading banks and digital and communication service providers. Headquartered in India, we have our offices in the USA, UK, Germany, UAE and Singapore.

If you wish to explore further on how SunTec can help you achieve customer centricity in your bank, please drop us a mail at [contactus@suntecgroup.com](mailto:contactus@suntecgroup.com) and we will get in touch with you

You can also call us on:

US – Tel: +1 724 749 5699

UK – Tel: +44 20 3795 2731

Germany - Tel: +49 671 970 507 25

UAE – Tel: +971 43747427

Singapore – Tel: +65 6829 2139

India – Tel: +91 471 2539 600

