

European Banking Leader Delights Customers with Smart, Personalized Pricing and Transparent Billing



Personalized and intelligent pricing strategies are critical for profitability and growth of banks. According to a market leading management consulting firm, global transaction billing can be complex and confusing with approximately 2500 ways to price transactions. But complex and fragmented infrastructure cannot support the modernized pricing strategies that banks want to implement. This European banking leader wanted to unify and consolidate their pricing and billing processes and plug revenue leakage for greater profitability and customer delight.

The business of banking is tougher than ever before. Customer expectations have changed dramatically, competition for share of wallet is fierce, and the market is susceptible to unforeseen disruptions. Most banks today are investing in customer-centric personalization strategies and innovative products and services, which are vital for capturing and engaging the modern customer. But none of these can be effective with sub-optimized billing and pricing strategies that lead to financial losses. The fact is millions of dollars in revenue are lost every year due to systemic leakages. Millions more are left unutilized due to outdated siloed systems and processes. Maximizing income from every transaction, removing redundancies and product duplication, pricing innovation, and ensuring fee transparency can help banks improve revenues. Modern, agile, scalable revenue management systems are critical investments for long-term business success.

One of Europe's largest financial institutions wanted to correct the inefficiencies in their system that was causing significant revenue leakage and prohibiting pricing personalization. Their wholesale banking division was operating with a pricing and billing system that was complex, and fragmented, making it difficult for the bank to improve revenues and deliver a superlative customer experience. Plugging revenue leakages, eliminating product duplication, revamping their pricing strategies, and reducing customer disputes was high on their agenda.

The Challenges of Sub-Optimized Pricing and Billing Systems

In the absence of a centralized pricing strategy and platform each country of the business division manually formulated their own deal pricing. As a result, product pricing strategies were inconsistent, and the bank had poor visibility and control over deals across the ecosystem. There was also an increasing problem of product duplication - there were over 36000 products in their portfolio, many of which were clones. Also, multiple billing systems, and manual compilation of invoices resulted in an inefficient, time-consuming, and error-prone process that left wide room for disputes and customer complaints. The bank was unable to offer the seamless experience that modern customers demanded. And they were not able to come up with quick and personalized pricing that would make customers happy, plug revenue leaks, and drive profitability.

Unified pricing systems are critical for identifying revenue leaks, creating variable pricing plans, and delivering a seamless customer experience. The European bank wanted to consolidate and modernize its legacy revenue management systems to ensure bespoke, intelligent, and transparent pricing and billing processes.

The Power of Data Driven Transformation

The bank needed a scalable and robust technology solution that could **unify diverse systems into one centralized platform** for deal management, billing, and fee reporting. With SunTec Deal Management, the bank was able to streamline and automate the deal pricing process. **Advanced data analytics capabilities** helped the bank to gain actionable insights on customer behavior to create hyper-personalized pricing policies and bundled offers. And the bank was able to **strengthen revenue monitoring and identify and close revenue leakage**. In fact, the platform made it easy for the bank to **create complex, multi-product deals, ensure pricing transparency and seamless audit and compliance**.

SunTec Enterprise Billing & Statements Management **ensured billing and invoicing processes were quick, simple, and transparent**. It **improved customer trust** and loyalty, while **reducing the number of disputes**.

Ensuring Customer Delight and Profitability

By automating the billing and invoicing process, the bank successfully reduced customer complaints and disputes. The platform integrated with various pricing and rating engines as well as payment and collection systems to deliver a single, consolidated fee report. And the bank could ensure that customers got a unified view of bills across verticals. Customers were happier with the ease of use, transparency, and seamless access that the new strategy offered. Teams too had a unified view into each customer's service usage, invoicing, and other details. Meanwhile, the analytics engine was also able to flag issues and errors and the bank was able to identify customers that had slipped through the billing cracks and were not being charged for the services and products they enjoyed. The bank was able to plug revenue leakages and minimize risks.

The system has been rolled out to multiple countries in a phased manner. This phased roll out will allow the institution to seamlessly scale up pricing and billing for millions of transactions, customers, and accounts without worrying about the system cracking under the load.

Data is gold and holds the key to personalization and relationship-based banking strategies. With SunTec's products, the European bank was able to:

- Ensure higher customer satisfaction with smart, personalized pricing
- Negotiate meaningfully with customers and make informed choices during deal renewals
- Lower risk of mis-selling
- Improve customer trust with transparent, traceable billing
- Ensure operational efficiency with automated invoicing
- Minimize revenue leakages