Increase customer stickiness
with personalized and dynamic benefits plans

Cloud Native | Cloud Agnostic

To retain your customers, you must give them a reason to stay invested in your business. Their expectations are constantly evolving, and there is always another banking provider they can turn to. So how do you keep them happy and loyal? A great way is to offer personalized benefits plans — be it cash-back incentives, loyalty points, gift vouchers or others. These offerings show customers that you value their business. And that increases customer stickiness, as well as share of wallet.

However, legacy systems and siloed processes can often hamper the roll-out of benefits plans by not providing sufficient visibility into customer data or enabling swift responsiveness to market changes. With SunTec, these challenges are easily overcome.

SunTec Benefits Management, powered by Xelerate, can help you design, launch, and manage innovative benefits plans to acquire new customers, reward existing ones, and cross-sell effectively. You can introduce both financial benefits (e.g., cash-back, special price, bonus interest), and non-financial benefits (e.g., loyalty points, vouchers, instant gifts).

All this in a swift and dynamic manner, while core systems continue to manage pricing and related calculations. The non-intrusive solution acts as a centralized layer on top of core systems, extracting relevant customer data to enable personalized benefits plans. It's the perfect way to reward your customers and cement your relationship with them.

SunTec®

www.suntecgroup.com

- **Improve customer stickiness and loyalty** with personalized and dynamic benefits plans.

- **Grow your share of wallet** by rewarding profitable customer financial behaviors, and disincentivizing others.

- **Use a broad and flexible set of parameters** to roll out benefits plans that fit your bank's unique strategies and priorities.

- **Automate and accelerate** the launch of benefits plans at scale.

- **Accelerate time-to-value** with a simple, non-intrusive, cloud-based deployment.

- **Simplify integration** with core banking systems and lower the costs of IT maintenance.

- **Strengthen compliance** by enhancing the auditability and traceability of all benefits plans and computations.

4X
Increase in Sales

3X
Increase in Customer Base

2X
Increase in Product to Customer Ratio

Months to Days
Launch New Offers

xelerate®

- Enable the Solution to Exist Seamlessly with Core Systems
- Create Benefits Plans
- Launch and Manage Benefits Plans
- Drive Campaigns
- Sunset Benefit Plans

Create Benefits Plans

- Design different plans with varying combinations of financial and non-financial rewards:

    - For a single product, multiple products, a group of independent and dependent services, or as a relationship incentive plan.
    - Based on direct attributes such as customer, account, and transactions; or, relational attributes such as usage turnover, average balance, and assets under management; or, a combination of usage and subscription patterns for products / services.

- Define:

    - Customer groups, segments, and hierarchies,
    - Eligibility, applicability, and enrolment criteria/ periods
    - Sales channels.

- Set conditions, targets, and limits for various elements of the benefits plan including usage, price, and number of subscriptions.

- Maintain a central repository of all benefits plans and utilize multiple tags to ensure searchability.

Launch and Manage Benefits Plans

- Use standard APIs to launch benefits plans through defined sales channels and systems.

- Automatically match benefits plans to eligible customers based on their profile, segment, transactions, behavior data, and other factors.

- Compute benefits based on:

    - Pre-set priorities and hierarchies,
    - Different events including usage (such as card spend, mobile banking usage, international payments), subscription (such as new Term Deposits, Insurance), and recurring/ special events (such as birthdays and account anniversaries).

- Automate the enrolment and de-enrolment of customers for various benefits plans.

- Enable field employees to customize plans (within pre-set limits) for specific customers or accounts.

- Allow or restrict customers to enroll for different plans at the same time and switch between them easily.

- Specify how non-compliance with eligibility criteria will be addressed (e.g., by alerting customers, stopping benefits, or applying penalties).

- Define alerts and other communication, in real-time, to inform customers about their plan usage and to remind them to take actions to earn benefits.

Drive Campaigns

- Launch benefit plans as campaigns targeted at a larger customer base, for a set period, and based on a specific business objective.

- Easily integrate with existing systems for campaign management, customer management, and channel partner engagement to release campaigns.

Sunset Benefit Plans

- Define expiry dates and de-enrolment criteria, while offering the ability to switch to other plans upon expiry.

- Collaborate with legal and compliance teams to meet all regulatory mandates.

Enable the Solution to Exist Seamlessly with Core Systems

- Use a standard integration framework that allows this software to seamlessly engage with core systems, while also extracting and consolidating the necessary data for benefits plans.

- Define authorized users such as sales/ relationship managers and business leaders.

Our SaaS Philosophy

At SunTec, we know that accelerating digitization and adopting contemporary business practices are becoming critical for banks to meet their customers' ever-evolving needs. Business agility has never been more important than it is today! SunTec SaaS solutions, powered by Xelerate, are therefore designed to ensure easy deployment and enable rapid time-to-market to prioritize banks' customer engagement, revenue management, and compliance strategies. These solutions are designed for banks, who are looking to expedite their digital transformation journeys.

About SunTec

SunTec is the world's No. 1 pricing and billing company that creates value for enterprises through its Cloud-based products. More than 130 clients in 45+ countries rely on SunTec to provide hyper-personalized products, offers, pricing, loyalty programs, tax compliance, and billing for over 400 million end-customers. SunTec products are based on our cloud-native and cloud-agnostic, API first, micro-services-based proprietary platform, Xelerate and are delivered on-premise, on private cloud and as SaaS. SunTec has global operations including the USA, UK, Germany, UAE, Singapore, Canada, Australia, and India. For more information, please visit us at www.suntecgroup.com or email us at marketing@suntecgroup.com

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