Increase **Customer Lifetime Value** with Relationship-based Pricing

Cloud Native | Cloud Agnostic

As digitalization transforms customer expectations and behaviors, banks are challenged to find innovative ways of retaining customers and increasing their lifetime value. Among the most effective of such strategies is relationship-based pricing. It demonstrates to customers that banks value their relationship. And that strengthens customer loyalty, leading to higher cross-sales and revenue. But to enable relationship-based pricing, banks need clear visibility into customer account activity, profiles, conditions, subscribed services, transactions, and various other factors. This data is often scattered across multiple siloed systems, making it difficult to gain a holistic perspective.

SunTec Relationship-based Pricing Management on the Xelerate platform provides a centralized fee management infrastructure that integrates customer relationship data from across silos to enable contextual pricing. Built on a dynamic pricing engine, the solution calculates transaction charges based on multiple parameters, ranging from customer account usage, to completed transactions.

With support for both subscription and non-subscription-based services, Relationship-based Pricing Management rewards customers for their total relationship value through personalized pricing. The rule-based solution automates the pricing process to improve agility, enable better pricing decisions, and negotiate deals more effectively.

SunTec Relationship-based Pricing Management brings pricing to the forefront of customer engagement strategies to boost customer loyalty .

SunTec ®

- Increase customer retention with contextual and hyper-personalized pricing.

- Improve revenue quality, and minimize revenue leakage with automated, insight-driven pricing decisions.

- Gain a single, unified view of customer relationships to enable dynamic segmentation and pricing.

- Accelerate time-to-market, and reduce operating costs with agile, configurable rule-based pricing.

- Enhance regulatory compliance and risk mitigation with comprehensive auditability, traceability, and transparency of pricing strategies, as well as enhanced controls.

4X
Increase in Sales

3X
Increase in Customer Base

2X
Increase in Product to Customer Ratio

Gain a Holistic View of Customer Relationships

Enable Flexible Pricing

Make Informed Decisions

Strengthen Regulatory Compliance

xelerate®

Months to Days
Launch New Offers

Gain a Holistic View of Customer Relationships

- Define and manage various customer groups such as individual customers, households, and even cross-segment groups to enable contextual pricing.

- Configure consolidation rules for relationship-based pricing based on customer account balance, number of transactions, turnover, and other parameters.

- Define and manage pricing inheritance rules for all entities within a group.

- Track the value of customer relationships across the enterprise and in specific lines of business. Efficiently manage complex relational conditions.

- Consolidate data on the customer's use of products and services, as well as fees and charges computed by third-party systems. Use these insights to determine the value of customer relationships, and to personalize pricing.

Enable Flexible Pricing

- Manage fees and charges in multiple currencies.

- Leverage out-of-the-box pricing logic to facilitate both simple and complex pricing based on business needs.

- Enable dynamic pricing i.e., variations in pricing based on the attributes of a product, transaction, account, or customer.

- Innovate on pricing models for customers and partners.

- Create multiple types of pricing models – standard pricing, preferred / exceptional pricing, strategic pricing, minimum pricing, and uniform pricing.

- Compute, manage, and collect fees in batches or in real time.

- Define and manage relationship- or condition-based discounts, waivers, and preferential interest margins.

- Facilitate real-time pricing through seamless integration with third-party systems.

- Source and process data from various systems in a flexible, effective manner. Enable end-to-end tracking of the data for completeness and accuracy.

- Streamline workflows to handle rejected transactions.

- Schedule and automate price computation based on transactions, account activity, customer attributes, and other conditional rules.

- Re-process erroneous data to rectify operational issues.

Make Informed Decisions

- Drive real-time, analytics-based decisions using insights from persona-based dashboards.

Strengthen Regulatory Compliance

- Enhance pricing fairness, transparency, and compliance with end-to-end auditability and traceability.

About SunTec

SunTec is the world's #1 relationship-based pricing and billing company. 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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