



Personalization Solution | SunTec SaaS

Delight customers with bespoke offerings tailored to their unique needs



Cloud Native | Cloud Agnostic



Gone are the days when you could adopt a cookie-cutter approach to meeting customer needs. Today's digitally-savvy customers have radically different expectations shaped by their experiences with the likes of Amazon, Google, and Netflix. These companies have aced the art of personalization by drawing on their deep knowledge of customers to create highly tailored products, services, recommendations, and value propositions. Now, banks are being called to do the same.

Fintech competitors and Big Tech entrants to the banking space are already rising to the challenge, luring customers away with innovative, tailor-made offers. But traditional banks can fight back by reimagining the customer experience. When your bank puts personalization first, you're letting customers know that you truly value them as individuals. And if done right, personalization can help you win new customers, strengthen loyalty, and foster relationships that last a lifetime.

Key traits of the modern banking customer



Expects personalization

Looks out for tailored products and services that meet their individual needs



Wants simplicity and transparency

Is partial to services that help them declutter information, and make decisions faster



Is spoiled for choice

Has the flexibility to choose from a wide range of traditional and non-traditional banks



Uses social media powerfully

Is quick to publicize bad experiences, and switch to an alternative provider if needs aren't met

How SunTec Can Help

Powered by Xelerate, SunTec Personalization Solution enables you to dynamically personalize your offerings based on each customer's unique needs, journey, and overall relationship with your bank. Through our solution, you can rapidly design and launch bespoke pricing, deals, loyalty rewards, and offers that elevate customer experience, and give you an edge over the competition .

Xelerate integrates easily with your bank's core systems and other enterprise systems, offering you a holistic view of each customer's account activity, transactions, and more, so that you can draw intelligent inferences about their journey, and create truly personalized experiences.

The solution also helps you bundle products and services in innovative ways to provide contextual offers at both group and segment of one levels. Powerful analytics and insights give you all the visibility you need to track the progress of your personalization strategies, while also minimizing revenue leakage.

- **Improve customer loyalty** by hyper-personalizing pricing, offers, deals, and rewards at scale.
- **Gain real-time visibility** into customer data to create personalized, contextual offers.
- **Empower customers** to modify offers and bundles based on their specific preferences.
- **Accelerate adoption** by offering the right products and services to the right customer at the right time.
- **Enhance customer trust** with full transparency around pricing and billing.
- **Strengthen decision-making** with real-time insights on customer behavior, usage, and profitability trends by bundle, offer, sub-segment, region, and unit.
- **Broaden customer choice** by integrating partner products and services into your offer portfolio.

Boston Consulting Group [estimates](#) that for every \$100 billion in assets that a bank has, it can achieve as much as \$300 million in revenue growth by personalizing its customer interactions.

4X

Increase in Sales

3X

Increase in Customer Base

2X

Increase in Product to Customer Ratio

Months to Days

Launch New Offers



The SunTec Personalization Solution lends itself to a number of use cases, including but not limited to the following:

1. Relationship-based Pricing: Increase customer stickiness with personalized pricing

In the fiercely competitive world of banking, optimum pricing can be your biggest differentiator. In particular, relationship-based pricing can help you boost customer lifetime value by personalizing fees and transaction charges based on the customer's overall relationship with your bank. But to effectively price for a segment of one, you need a consolidated view of each customer's account activity, spending habits, transactions, portfolios, and more. Chances are that this data is scattered across multiple systems—which means that even a small price change can take months to implement.

With SunTec, you can seamlessly integrate customer relationship data from across silos to enable personalized, contextual pricing. Built on a highly configurable price computation engine, SunTec Relationship-based Pricing automatically calculates fees and transaction charges based on various parameters, ranging from customer account usage, to completed transactions. It also helps you build multiple sophisticated pricing models, and adjust them in real time to address the specific needs of your customers.

Key Highlights:

- Increase customer lifetime value with hyper-personalized pricing.
- Gain a single, unified view of customer relationships to enable dynamic segmentation and pricing.
- Tailor fees and transaction charges based on multiple customer attributes, including:
 - Customer groups, segments, and hierarchies
 - Eligibility, applicability, and enrolment criteria/ periods
 - Sales channels
- Increase customer lifetime value with hyper-personalized pricing.

Graph 4: Do customers think they receive personalised products/services from their banks?



Less than a third of customers [surveyed by Deloitte](#) agree that their bank personalizes their products/services

2. Dynamic Offer Management: Enrich customer relationships with bespoke offers

As customer expectations and markets evolve at an increasingly rapid pace, how do you stay agile and responsive? You could keep developing new products and services—but that's often tedious, complex, and time-consuming. Or, you could bundle products and services in innovative ways to create attractive, personalized offers that customers love.

SunTec Dynamic Offer Management enables you to do just this. It integrates data on products and services from across banking systems to help you design and launch bespoke offers rapidly and at scale. These offers can be independent or bundled with competitive price plans for different customers. You can also empower customers to create their own product bundles and offers. Real-time reports and dashboards help you ensure that your offers are keeping up with evolving customer requirements.

Key Highlights:

- Stay nimble by delivering innovative, contextual offers at a segment-of-one level.
- Accelerate time-to-market, and reduce the costs of launching offers.
- Improve the quality and scope of offers by combining internal products and services with those of partners.
- Create both standard and special offers, each with unique customer enrollment and de-enrollment conditions.
- Create and configure campaigns that dynamically target specific micro-segments with specific needs. Define the time period and conditions for these campaigns at the offer level.



3. Deal Management: Customize deals to delight your corporate clients

Large corporates and businesses expect their banks to provide personalized deals and preferential pricing since their relationship spans multiple lines of business. However, uncontrolled price discounts and unrealistic customer commitments can often result in non-profitable and non-viable deals.

SunTec Deal Management can help you design tailor-made deals that delight the customer, while also benefiting your bank. The product streamlines the end-to-end deal management process, right from deal creation and personalization, to proposal generation, negotiation, and contract finalization. Intuitive simulators help you check the profitability, viability, and estimated business value of each deal well before you present it to the customer. And once the deal is executed, you can automatically track the progress of customer commitments to keep them accountable.

Key Highlights:

- Design deals and customized prices that meet specific customer needs.
- Create global, regional, multi-entity, and multi-currency deals to improve the customer's relationship value.
- Minimize revenue leakage with data-driven insights on deal profitability, streamlined approval workflows, and customer commitment monitoring.
- Simulate multiple deals with different combinations of products, offers, commitments, price points, margins, tenure, and payment schedules.
- Make well-informed decisions with real-time visibility into deals across all stages.
- Reduce operational risks, and improve compliance through conditional approvals and centralization of the entire deal management process.



Automating the deal management cycle

4. Benefits and Loyalty Management: Improve customer retention with personalized loyalty programs

To turn your customers into loyalists, the key is to reward them for engaging with your bank. But conventional transaction-based loyalty programs don't cut it anymore. Customers want benefits and rewards that are aligned to their unique journeys, financial behaviors, and overall relationship with your bank. This requires a holistic view of the customer and their changing preferences.

SunTec Benefits and Loyalty Management captures all the customer insights you need to design and launch personalized benefits and loyalty plans in an agile manner. The product provides an in-depth understanding of each customer across multiple dimensions, including relationship value, tenure, product ownership, and usage. This helps you predict customer loyalty and churn behaviors. You can also create loyalty programs that span multiple products from different business lines, thus rewarding customers based on their overall relationship with your bank.

Key Highlights:

- Improve your share of the customer's wallet with personalized loyalty benefits in the form of cashbacks, discounts, and free limits. Seamlessly extend these benefits to merchants as well.
- Configure various reward schemes that promote the desired financial behaviors based on:
 - Specific services consumed during specific periods
 - Specific bank products like credit cards/prepaid cards
 - Preferred vendors (online /brick & mortar)
- Streamline member registration, de-registration, and rewards management (including cumulative and non-cumulative rewards).
- Efficiently manage reward adjustments, expiry limits, and reinstatement. Allow customers to transfer rewards to another customer.



5. Group-level Personalization: Go beyond the individual to tailor offerings for groups

Sometimes, your customer isn't an individual, but a global business or a large family with different accounts, holdings, and investments in your bank. To give them a personalized experience, it's important to understand their overall relationship with your bank across the lines of business. Seeing each customer as a single entity or group can help you identify their specific preferences, uncover similarities with other groups, and develop special group-level value propositions. But how do you do that when customer data is strewn across legacy systems?

Xelerate automatically aggregates information from various applications to give you a consolidated view of each customer as a whole with all their entities and sub-entities neatly mapped. The platform helps you group customers logically, and define personalized offers based on customer holdings, tenure, lifetime value, average account balance, and more. It also enables group-level and line-of-business-level pricing based on pre-defined customer hierarchies (root parent level>parent level>child level).

Key Highlights:

- Gain holistic visibility into each customer group and their relationship with the bank, so that you can personalize offers and pricing accordingly.
- Improve customer satisfaction with unique group-level benefits and rewards.
- Create bespoke deals for specific corporate groups through an end-to-end proposal/contract management framework.
- Develop an in-depth understanding of:
 - Customer segments, hierarchies, holdings, charges levied, eligibility for specific offers, etc.
 - Products and services across lines of business, including validity and subscriptions
- Offer customers a holistic view of their relationship with the bank, including:
 - Total account balance across products and services
 - Consolidated transactions
 - Consolidated invoices at a group level or individual line-of-business level
- Minimize redundancies in pricing and billing for a customer group across lines of business.

6. 'Segment of One' Control: Give customers more transparency and customizing power

Modern customers expect more visibility into how banks calculate their fees and charges. They also want greater control and choice over which banking products and services they consume. In response, some banks are letting customers take charge of their omni-channel interactions and journeys. They're empowering customers to create their own "offer basket" by dragging and dropping in their preferred products or services. This BYOB (build your own bundle) capability takes personalization to the next level.

SunTec Dynamic Offer Management can help your customers to create and customize their own product bundles and offers. It also enables you to simulate fees and charges for eligible offers using various parameters such as the customer's account balance, as well as the expected number and value of transactions. Plus, you can enhance pricing transparency and fairness with end-to-end auditability and traceability.

Key Highlights:

- Give customers the flexibility to select and personalize product or service bundles that meet their unique needs.
- Improve customer visibility into products and services by integrating seamlessly with upstream and downstream systems.
- Strengthen customer trust with comprehensive auditability, traceability, and transparency of pricing strategies, as well as robust controls around pricing governance.



Giving control to the customer to drive their relationship with the bank



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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