

SunTec uses relationship based pricing to supplement core banking for the largest bank in Africa

The client is the largest bank in Africa operating in 18 countries and offering services across personal and business banking, corporate and investment banking and wealth management to more than 12 million customers.

The bank wanted to bolster its customer centricity with dynamic product offerings and services through a centralized pricing solution to improve their market competitiveness across the different African countries. But they faced huge hurdles in providing so



CASESTUDY

SunTecTM

The power to **xelerate**

Business Challenges

- Diversity in products, service offerings and local regulatory requirements across different countries led to challenges in implementing a centralized system
- De-centralized pricing solutions catered to different currencies and rates
- Product silos in solutions hindered capabilities for providing complex pricing and offerings
- Integration with different core systems was a challenge as product development took longer affecting ROI

Benefit

Xelerate has enabled the bank to enhance their customer experience with personalized offer and innovative pricing schemes by maintaining customer and account hierarchy and providing a unified view of customer. SunTec was the first solution provider to enable the bank with a multi-country implementation of their pricing needs. The solution also enabled real-time interaction with the customers on an average response time of 150 milliseconds

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SunTec provided the ideal platform for the bank to design products suitable to the market demands

Flexible price computations:- Xelerate supported advanced multi parameter price calculations on a real time, and batch basis

Online pricing:-Xelerate enabled real time, multi parameter pricing for online transactions

Gold copy of pricing attributes:- Enabled the bank to have better control on configuration which helped them to have complete view of all pricing related aspects from a single location

Personalized pricing:- Supported personalized and contextual pricing at various levels i.e., customer, account, product, segment, channel and transaction levels

Product bundles:-Xelerate enabled bundling of product offerings across multiple products

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 and we will get in touch with you

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