

SunTec helps one of India's fastest growing banks deliver tailor made product and services

The client is one of the largest private sector banks in India, offering financial services to customer segments covering large and mid sized corporate, SMEs, Agriculture and Retail business.

The bank with its high growth trajectory wanted to have competitive advantage and increase its turnover by providing innovative offerings to their customer base and improve the customer satisfaction levels



CASESTUDY

SunTec™

The power to **xelerate**

The bank's current system gave them road blocks for its sustainable growth

- ⦿ **Inflexibility:-**Due to the current system's lack of flexibility the bank found it difficult to launch new products or bundles
- ⦿ **Operational inefficiency:-** Due to cumbersome processes and legacy constraints, the bank faced issues related to revenue loss and manual errors
- ⦿ **Hard coded systems:-** There were restrictions to provide pricing approaches or benefit conditions based on customer relationships for potential new revenue streams

Benefit

With Xelerate's relationship based pricing and billing platform the bank was able to improve its customer centric approach with personalized product offerings. Manual processes were eliminated and faster product launch lead times were achieved. This helped the bank achieve competitive advantage and provide superior customer experience.

SunTec™

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Xelerate helped the client to achieve customer centricity and deliver superior customer experience

A fully automated pricing and billing system eliminating manual error prone processes, enabling the smooth flow of operations and generating ROI faster

With Xelerate product suite the bank was able to launch innovative products/bundles at much faster time period

We enabled the bank to introduce personalized pricing at multiple levels and parameters-customer segment, location and category

Our product suite brought in customer centricity by adopting common charging functionality for all business lines thereby eliminating disparate billing processes

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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