



# Deliver the best deal for your customer at the right time, every time

The digital transformation era has brought in the new informed customer who is spoilt for options and always wants the best deals and offers. Banks which skillfully craft multi-entity and multi-geography deals achieve higher customer satisfaction and increased revenue. Financial service providers, in order to achieve loyalty and retention in the age of rising competitive pressures, meet expectations by delivering the best deals and value propositions for their enterprise customers.

## Corporations trying to meet customers expectations face multiple challenges

### *Changing customer preferences*

Corporate clients are increasingly expecting their banks to be much more than a place for buying standard products. They are looking for customized end-to-end solutions to help run their businesses better without having to worry about the complexities of the enterprise structure

### *Non-harmonization of deals across geographies and silos*

Regulations and well-informed customers mandate an adjustment in differences and inconsistencies of deals across information silos and multi-geography businesses. Financial institutions need to maintain greater transparency and operational efficiency

### *Competition landscape*

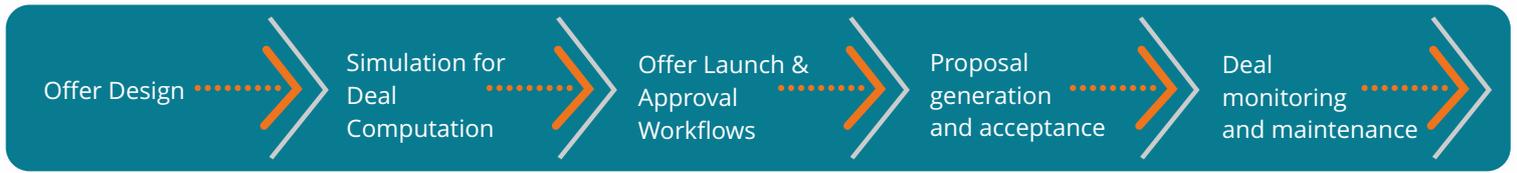
Customer-centric Innovation and competition are driving a new landscape in banking with non-banking digital disrupters and competitors like app-only banks coming to the fore

### *Inaccessibility across multiple touch points*

Legacy systems have restricted banks to becoming custodians of abundant customer data instead of cross-functional collaboration. The inability to keep all customer data in one place and manage a customer's cross-channel exposure, interaction and transaction with a bank has become a major road block

Xelerate's end-to-end Deal Management functionality enables enterprises drive product innovation, by creating the best value products and promotions, right from deal ideation and simulation, price negotiations, proposal generation and performance tracking to contract lifecycle maintenance.

# Leverage SunTec's expertise to deliver the best deals and drive the life cycle management of products, offers and customers



Structure deals and holistic offers instantaneously and reduce time to market, irrespective of the complex hierarchies of multi-entity and multi-geography businesses



Generate greater revenue opportunities for the bank and higher value to the customer by easily bundling relevant products to serve banking needs across various business entities



Create superior customer-centric banking experience by reducing information silos, and effortlessly viewing the relationship history of the customer with the bank, to enable price and profit optimisation decisions



Ensure profitability of the bank with intuitive simulators that assist in cost-benefit analysis of deals, well before presenting it to the customer, thus reducing the volume of non-performing assets in the bank



Reduce instances of revenue leakages with real-time revenue dashboards that simplify personalization, commitment and deal performance tracking



Enhance visibility of the deals through easy collaboration with downstream and upstream banks, owing to the SOA architecture of Xelerate



Create customer loyalty by offering the best personalized deals and keeping the customer experience consistent across all touch points

## About SunTec

At SunTec, we help our clients increase the lifetime value of their customer relationships through effective revenue management and real-time customer experience orchestration. Our low risk digital transformation approach enables clients to own the customer experience by enhancing their value-based engagement. With 100+ clients in 45+ countries, SunTec is a trusted partner of leading organizations across Banking, Financial services, Insurance, Telecom and Travel industries. Headquartered in India, we have operations in USA, UK, Germany, UAE, Singapore and Australia.

With a team of highly skilled folks and our highly innovative product development models, we help our clients to always remain at the cutting edge of technology. A stable, mature and flexible product suite, Xelerate® is benchmarked regularly for optimum performance. Coupled with insights from our industry experts and a robust future-ready roadmap, Xelerate® continues to develop along with the market. Able to seamlessly integrate with any ecosystem, it is one of the fastest products to implement.

For more information, please visit us at [www.suntecgroup.com](http://www.suntecgroup.com) or email us at [marketing@suntecgroup.com](mailto:marketing@suntecgroup.com)

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