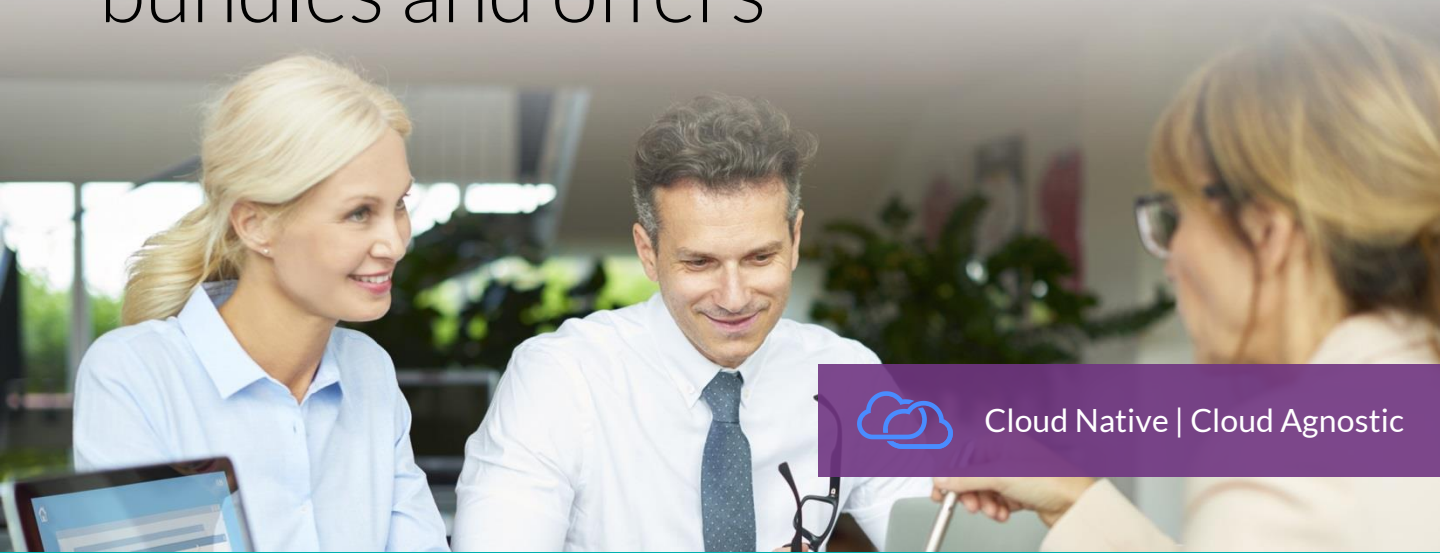


# Increase retention and drive growth with hyper-personalized bundles and offers



Cloud Native | Cloud Agnostic

In today's highly competitive environment, customers expect banks to provide personalized offers aligned to their priorities and expectations, in the context of choices available to them because of a dynamic market that comprises strong incumbents and emerging, high-tech players.

It is, therefore, more imperative than ever that you can ensure growth and reduce churn by offering highly contextual offers tailored to different stages of the customer journey and, thereby, influence customer behavior. Furthermore, you will need to achieve this with speed and at scale to meet expectations and stay relevant.

Personalized Offer Enablement, powered by Xelerate, will allow you to adopt the “segment of one” strategy, at scale. This out-of-the-box, SaaS solution will enable you to rapidly create and launch highly personalized product bundles and offers for any customer segment, without disrupting the existing core systems. It will do so by extracting and centralizing the necessary data from the core systems, which in turn will bring in the agility needed to meet customer demands.

Further, you will no longer be constrained within the boundaries of your organization to serve and reward your customers effectively; but rather rollout innovative hybrid offers which utilize partner products and services as well, while maintaining all offer information in a centralized repository.



- Improve customer acquisition, retention, and loyalty by offering hyper-personalized product bundles and offers.
- Grow your share of wallet through the sale of product bundles and the use of contextual offers that incentivize profitable customer behaviors.
- Automate and accelerate the launch of product bundles and offers, at scale.
- Go live within weeks and expedite time-to-value with a simple, non-intrusive, and cloud-based solution deployment.
- Simplify integration with core banking systems and lower the costs of IT maintenance.
- Strengthen compliance by ensuring auditability and traceability of all product bundles and offers and related pricing.

## 4X

Increase in Sales

## 3X

Increase in Customer Base

## 2X

Increase in Product to Customer Ratio

# Months to Days

Launch New Offers





### Create Product Bundles and Offers

- Create and maintain multiple versions and varieties of product bundles and offers by combining products and services from different lines of business as well as from partners.
- Define:
  - Customer segments and hierarchies
  - Offer eligibility, applicability and enrolment criteria and periods
  - Sales channels
  - Dynamic offers and associated eligibility criteria to reward specific transactional behavior
- Maintain a central repository of all product bundles and offers across the enterprise.



### Review and Approve

- Review and approve defined offers and product bundles with the flexibility to recall and resubmit after incorporating changes.



### Launch Product Bundles and Offers

- Utilize standard APIs to launch product bundles and offers through internal and partner channels.
- Associate multiple tags with the product bundles and offers to ensure searchability.
- Automatically attribute right offers to eligible customers based on customer, segment, transaction and behavior data.
- Automate the enrolment and de-enrolment of eligible customers for offers and campaigns or choose to keep those processes.
- Specify actions to be taken, such as alert customers, stop benefits, apply penalty among others, upon non-compliance with eligibility criteria.



### Drive Campaigns and Promotions

- Easily integrate with existing campaign management systems, customer, and channel partner engagement systems.
- Automatically recommend and make available relevant product bundles and offers to customers while on-boarding or engaging with them.
- Communicate to channel partners on upcoming offers.



### Sunset Product Bundles and Offers

- Set expiry dates and define de-enrolment criteria with offer switching capability.
- Collaborate with legal and compliance teams to ensure all regulatory mandates are met.



### Enable the Software to Co-exist Seamlessly with Core Systems

- Use a standard integration framework that allows this software to seamlessly engage with core systems, while also extracting and consolidating the necessary data for creating and launching bundles and offers.
- Define and manage authorized users such as sales and relationship managers and business leaders.





## 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.suntecgroupp.com](http://www.suntecgroupp.com) or email us at [marketing@suntecgroupp.com](mailto:marketing@suntecgroupp.com)

**REQUEST FOR A DEMO** [www.suntecgroupp.com](http://www.suntecgroupp.com) | [contactus@suntecgroupp.com](mailto:contactus@suntecgroupp.com)