

# Maybank achieves a drastic reduction of 83% in time to market with the help of SunTec

With a large global network, Maybank provides a comprehensive range of products and services which includes commercial banking, investment banking, offshore banking, Islamic banking and asset management.

SunTec is a strategic partner to Maybank and shares their vision of humanizing financial services.

*“ Maybank’s goal is to create value propositions that will drive both client retention as well as acquisition. With SunTec’s support, we have been able to make further strides in unlocking extra value for our customers as well as the bank. This partnership has been essential for us to achieve a win-win situation with our clients and we look forward to bringing more customer-centric offerings to the market with SunTec’s support.*

Mr. Choong Wai Hong, Head of Community Financial Services,  
Maybank, Singapore

CASESTUDY

## Business Challenges

- ⦿ Customer Segmentation- The bank wanted to differentiate its offering from that of competition by providing relationship based pricing to specific segments
- ⦿ Operational Silos- Inability to recognize the customer value across different products and reward them for their relationship with the bank
- ⦿ Customer Experience- Due to the limitations of legacy systems, the bank found it difficult to launch new and innovative product bundles that meet evolving customer demands

## Benefits

Achieved Operational Efficiency

4X increase in  
Deposit Accumilation Rate

Enhanced Customer Experience

Faster Time to Market

## SunTec helps the bank stay ahead of competition

Enabled the bank to provide differential pricing for their customers based on the multiple segments

Provided the bank with a 360 degree view of the customer cutting across multiple functions and product lines

Reduced the end to end process time to launch new product bundles from 12 months to 2 months inclusive of market testing

## 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 deployment 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 explore further on how SunTec can help you in increasing customer acquisition in your bank, please drop us a mail at [contactus@suntecgroup.com](mailto:contactus@suntecgroup.com) and we will get in touch with you

# SunTec™

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