

SunTec helps one of the leading banks in APAC understand unique value of each customer

The client is the largest bank in APAC region, with a customer base of over 5 million in Singapore and Hong Kong alone. They offer a comprehensive portfolio in Consumer, SME and Corporate segments.

With ever growing competition and customer expectations, the bank wanted to become more strategic in terms of targeting its affluent class as well as improving the overall customer satisfaction levels.



CASESTUDY

SunTec™

The power to xelerate

Business Challenges

The bank faced several challenges in getting holistic view of the customer

- ⦿ **Inability to have a single and centralized view of the customer due to disparate systems**
- ⦿ **Barriers in creating offers or bundles to reduce customer churn**
- ⦿ **Provide tailor- made solutions and loyalty rewards to target customers or specific segments**
- ⦿ **No active payment system or real time pricing integration to deliver dynamic and relationship based pricing**

Benefit

Xelerate enabled the client to deliver superior products and offers including bundles and tailor-made solutions. Xelerate enabled the bank to improve their loyalty domain by engaging their affluent class and providing discounts, rebates and interests to different customer segments based on the transactional history.

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SunTec enabled the bank to be highly competitive in the market

Highly personalized product offerings and bundles to improve customer satisfaction and increase the customer base

Ability to provide discounts and rebates to reduce customer churn in specific customer segments

Target high and emerging affluent class and provide them with tailor-made products and services including interest rates

Newer revenue streams for the bank using a real time dynamic pricing and billing solution

Faster ROI with reduced set up time for swift product launch

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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