

SunTec Dynamic Offer Management

Deliver exceptional **customer experience** with **hyper-personalized** multi-product bundles and offers



Cloud Native | Cloud Agnostic

In today's highly competitive environment, customers expect organizations to provide personalized offers aligned to their priorities and expectations. To ensure growth and reduce churn, organizations will need to implement a scalable approach to quickly roll out highly contextual offers for each stage of the customer journey and to change customer behavior.

SunTec Dynamic Offer Management allows organizations to adopt the “segment of one” strategy, rapidly design and launch highly personalized product bundles and offers for any customer segment by using advanced customer behaviour insights.

SunTec Dynamic Offer Management based on our proprietary Xelerate® platform enables a standardized and scalable approach for the end-to-end offer lifecycle management process across the enterprise. Both internal as well as partner products can be used to create hybrid offers and maintained in a centralized repository.

Revenue and profitability forecasts by simulating scenarios in advance provide invaluable insight even before launching the offer. Real-time actionable insights about revenue trends, profitability, subscription and regular performance reviews using reports and dashboards helps ensure that offers continue to meet the evolving, and daresay demanding, requirements of customer segments.



- Increase relationship value by rapidly delivering **contextualized multi-product bundles** and offers.
- Promote **profitable customer behavior** and penetration of multiple products through the right bundles.
- **Accelerate time to market** and reduce cost of creating and launching offers.
- Achieve **rapid adoption** of offers by automatically enrolling and recommending to the right customer segments.
- Ensure profitability, viability, and compliance through **better offer governance**.
- **Avoid proliferation** of offers by maintaining a centralized repository across the enterprise.
- Improve offer quality and breadth **by co-innovating** with partners.

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

- Dynamically segment customers based on behavior patterns, product, service usage history, relationship value, tenure, among others.
- Design and maintain multiple versions of product bundles and offers by combining products from different lines of business as well as from partners.
- Define eligibility, applicability, enrolment criteria, dynamic customer segments and sales channels to be leveraged.
- Compare product bundles and offers on various parameters including targeted segments, eligibility, enrolment criteria, features, benefits, and charges.
- Enable customers to create their own product bundles and offers.
- Maintain a central repository of all product bundles and offers across the enterprise.



Perform Simulation

- Simulate offers using various parameters including price, cost, expected number and value of transactions, number of customers and projected revenue and profitability.
- Utilize what-if analysis to vary any parameter to understand the impact on projected revenue and profitability.
- Create and save multiple simulation models, compare models, test it on customer segments using historical data and send it for review and approval pre-launch.



Review and Approve

- Review and approve offers, product bundles and simulation models with the flexibility to recall and resubmit after incorporating changes.
- Get different review and approval stages based on varying offer categories, offer types, and business units.
- Allows serial, parallel, conditional approvals and multiple users to collaborate on reviews and approvals.





Launch Product Bundles and Offers

- Define both static and dynamic customer segments based on behavior patterns, number of products held, service usage history, relationship value, tenure, among others.
- Specify offer enrolment, eligibility, applicability criteria, automatically enroll eligible customers for offers and campaigns based on business rules and criteria.



Evaluate Performance

- Evaluate the performance of product bundles and offers both on a periodic as well as ad-hoc basis.
- Gain insights into revenue trends, profitability trends and usage trends by bundle, offer, segment, region, business unit and so forth through reports and dashboards with drill-down capabilities.



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 while engaging with customers as well as partners.



Sunset Product Bundles and Offers

- Wind-up product bundles and offers that do not meet performance objectives, regulatory requirements and emerging customer requirements.
- 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.

About SunTec

SunTec is the world's #1 relationship-based pricing and billing company. More than 130 clients in 45+ countries rely on SunTec to provide hyper-personalized products, offers, pricing, loyalty programs, 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.suntecgroup.com or email us at marketing@suntecgroup.com

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