



Relationship Pricing Solutions for Banks

Focused Business Solutions that Can Deliver ROI Within Months, Not Years.

Financial services providers are facing significant challenges. Not only are they finding it harder to attract and retain customers, it is also increasingly difficult to manage complex new products and services. Meeting these challenges requires the best customer-centric strategies to align programs with customer needs, preferences, and behavior.

The most profitable relationship programs effectively use database information with enabling technologies to match offerings with customer profiles. Through segmentation and refinement of offers, financial services providers can encourage revenue-driving behavior and achieve measurable results. To be successful, billing and pricing strategies must address profit margin concessions, channel conflicts, and sales commissions when applying rewards or discounting rates and fees.

Benefits of Relationship Pricing Solutions

The goal of any Enterprise Loyalty Solution (ELS) is to incentivize customers to use more products and services, increase customer affinity, assist relationship managers, and ultimately increase wallet share. To deliver the best and most comprehensive relationship pricing programs, Dell Services has teamed up with Zafin Labs, a premier provider of pricing and billing solutions. These solutions create sustainable market differentiators, support innovative product offerings, and are modularly scalable.

Here are just a few near-term and long-term benefits:

- Stimulate both consumer and commercial customers to increase revenue
- Individualize pricing and billing at the customer, not the product level
- Enable more effective customer segmentation and relationship groups
- Support sophisticated product strategies

- Bundle banking products and advisory services
- Capture accurate costs and revenues of product groups
- Boost the success of customer acquisition and retention programs
- Improve speed-to-market and lower costs for product and pricing initiatives

We can help your bank:

- Simplify platform architecture and consolidate disparate systems
- Build and optimize Customer Information Files (CIFs) across the enterprise
- Use portfolio demographics to help target offerings such as college funds or retirement accounts
- Integrate ELS programs across the enterprise using systems you already have in-place

Strong Relationship Pricing solutions offer high-value across the bank to improve processes and increase revenue potential.

Value for Product Management

The solution allows product managers to assemble products, create catalogs, define pricing schedules, set variance permissions, and track cost vs. revenue for a single campaign or across an entire product lifecycle.

- Create one placeholder for all items offered — banking products, non-banking products, financial benefits, and more
- Manage launch of products, bundles, and packages with greater cost efficiency while establishing KPIs for monitoring
- Control discretionary pricing

Value for Sales

The solution configures products and packages at both the customer and relationship or group level to enable pricing, tracking, and reporting.

- Simulate and evaluate scenarios (and test) prior to rollout or customer negotiations
- Embed process rules that centralize and link the product and sales across all channels (including partner networks if desired)
- Apply multipliers for added relationship value

Value for Revenue Capture

The solution can use standard vs. applied pricing to simulate and/or enact models, thereby increasing predictability and maximizing revenue potential.

- Identify and correct revenue leakage issues
- Help eliminate faulty logic and fine tune ongoing product innovations to provide useful input for change
- Enable relationship billing and consolidated statements from across the bank
- Sequence accounts to prioritize recovery efforts

Value for Reward Programs

The solution enhances relationship loyalty programs through a non-intrusive, proactive reward approach to achieve customer-centricity.

- Inform customers about their credits / discounts and describe how they were earned
- Encourage broader usage and reduce attrition by building "relationship currency" across all customer touchpoints
- Adjust reward and incentive levels based on customer value to the bank

Reporting

The solution allows decision makers to monitor, understand, and report on price variances at multiple levels by product, package, segment, sales team, branch, regional manager, promotion, and more. With an improved Business Intelligence view across the enterprise that creates "a single version of the truth," the impact of pricing strategies can be analyzed and refined. This provides full support for transparency, audit, and regulatory compliance, and to meet customer requests.

IT System

The scalable solution is built on open platform technology to support interoperable Services Oriented Architecture (SOA) implementation while minimizing impact to existing IT systems and processes. Since the solution is rules-based, end-to-end processes are integrated and, if desired, product changes can automatically alter frontline screens and workflow without requiring core code revisions. Because new products and bundles are easier and faster to get to market, banks get added value from their existing IT systems.

For more information about any of our service offerings, please contact your Dell representative or visit dell.com/services.

Enterprise Loyalty Solution (ELS) strategies for your bank — broader customer relationship building capabilities

In addition to innovative pricing and billing solutions, we enrich customer-centric ELS programs with complementary tools and resources such as merchant networks, reward redemption providers, and sales / marketing advisory services. To help ensure success, we offer a complete range of supporting capabilities from business process consulting and systems integration to enterprise data management and application hosting.

Variable pricing possibilities allow full flexibility

Rules parameters based on: Pre-defined segmentation or dynamic criteria such as: Asset / Liability, Credit Rating, Thresholds, or Price Optimization.

Automated calculation logic based on: Fees (or Fee Concessions), Service Charges, Interest Rate Adjustments, Benefits, Reward Points, Redemptions, Average / Aggregate Balances, EMI, Commissions, Multi-Currency, Multi-Charging, Taxes, Apportionments, and more.

