

# SUNTEC SUCCESS STORY

## Maximising profitability through Customer-centric Revenue Management and Business Assurance



### Background

DBS Bank is one of the largest Bank and Financial Services provider in Asia. A market leader with over 5 million customers, DBS Bank offers a comprehensive portfolio in Consumer, SME and Corporate Banking segments.

DBS needed a partner that could understand the challenges and thereby conceptualize, design and implement the new revenue management and business assurance solution. Initially, SunTec partnered with DBS for a tactical solution for 'product bundling', which subsequently transformed to a 'Strategic Solution' for 'enterprise wide revenue management and business assurance.

SunTec enabled DBS with an agile, flexible and customer-centric revenue management and Business assurance strategies

### Highlights

- Personalized offerings contributing **10 %** of new customer deals won by the bank
- Improved average account balance by **10%**
- Real time integration with payment system; response time of **200 milliseconds**
- The project broke even in **18 months**

### Implemented Business Lines

- Global Transaction Banking
- Consumer Banking Group
- Institutional Banking Group

### Salient Functionalities

- Product bundling
- Set-meal pricing
- Preferential pricing based on transaction volume
- Centralized view on customer value by consolidating 'Assets under Management'

# ENABLING SUCCESS



## Contrast Points : Pre & Post Deployment of SunTec's solution

No single view of customers due to disparate systems	Centralized and single customer view; total customer value measured
Lack of customer centricity in product offerings	Personalized offerings of product bundles specific to customers
No pricing strategy to retain preferential customers	Reversed trends of customer attrition, by offering customized packages on the platter
No real time integration between payment system and pricing system	Real time integration with response time of 200 milliseconds

### **Implementation results and benefits to the bank**

With SunTec's solution, DBS could introduce set-meal product bundling for SME products, which helped them to introduce segment focused offers on highly competitive markets. The bank could compute the overall value of customer, by taking into consideration, all the transaction performed across different product lines. With the introduction of personalized product packages, the bank could treat every customer in a unique way.

The bank could compute credit interest and bonus interest based on the customer and account attributes viz., customer owner, age, staff/non-staff, scheme code and currency. The bank could also waive off the fall below fee, account fee and ATM cash withdrawal charges based on multiple customer parameters.

Pricing at different levels of customer hierarchy was achieved through this implementation. With the efficient and consolidated billing and reporting features, each customer could get a consolidated bill across all the business lines.

### **Some of the key benefits include:**

- Improved customer satisfaction through highly personalized product offerings
- Faster go-to-market with innovative product bundles
- Competitive edge with product bundling and value based pricing
- Preferential pricing based on customer relationship parameters
- Automated pricing and billing by weaning out error-prone manual processes
- Centralized pricing and billing operations across multiple locations
- Enhanced operational savings through innovative product bundles
- Highly flexible system with easy maintenance