

Maneuver products and pricing at warp speed



Speed product innovations to market

What do your customers want? They want personalized product bundles, pricing that feels like a deal, and financial products that simplify their lives. But you may not know exactly which ideas will turn into runaway hits. So try them all – without investing too much time and effort into any one product or offer. That's the smart way to innovate.

You can create and launch banking products people want – fast. And you can refine those products and prices just as easily. Banks and other leaders in regulated industries empower their people to develop the right products and optimize pricing. They do so by drawing insights from actionable data and with little involvement from IT.

Are small product changes big investments?

The world of financial services is evolving at breakneck speed. You need to offer a wide range of flexible services and products. That's what today's customers expect because that's what they get from FinTechs and from companies outside banking. If you can't deliver, you risk losing customers and revenue. But for too many banks, even small changes to products or pricing drain business and IT resources, slowing time to market and limiting product and personalization initiatives.

Instead of weighing whether every idea is worth investment, you should be finding out what works. And you can – when you aim for days to realize big ideas and minutes to refine performance. That's what Amdocs customers enjoy. They drive ideas to market fast with less reliance on IT resources. Data reveals what works and points the way to making results even better.

Fresh thinking, fewer limits

Take control of product and pricing development and performance with help from Amdocs. Thanks to the product engine global giants turn to, you can:

- Gain a centralized view of your product portfolio and customers
- Personalize offers, products, and pricing with less reliance on IT
- Accelerate time to market as you create bundles of your products and third-party offerings
- Empower business users with actionable data and more control over products and pricing

More revenue and happier customers? Yes, thanks.

A leading bank in Europe wanted to increase the personalization of its products and pricing. It saw other leading companies turn to Amdocs for a more customer-centric approach. The bank used its newfound powers to bring products to market sooner with a 200% increase in release cadence. Revenue climbed and revenue leakage shrunk. What did customers think? Satisfaction scores climbed by 50%.

Let's make banking amazing

Leap ahead with help from Amdocs. Lead by creating superior digital experiences that engage customers wherever they are – fast and seamlessly. We work with banks that make banking amazing by anticipating customer needs, personalizing banking, and getting ideas to market in real time.

What can we do for you?
Visit amdocs.com/solutions/financial-services to learn more.