

Maneuver banking products and workflows at warp speed



Speed innovations to market with Amdocs and Creatio

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. Amdocs and Creatio Financial Services are partnering to help banks deliver what customers want – fast. Together, Amdocs and Creatio help you elevate the customer experience.

Amdocs for empowering product and digital experiences

At Amdocs, we put banks on the fast path to amazing experiences. We tackle the digital banking experience with an end-to-end approach with Amdocs Experience Design Services. It's about powering user research, compliance, and technology muscle with talented teams and modern operating models. You succeed sooner by accounting for customer wants and regulatory factors from the start. Your empowered teams make the process continuous.

Amdocs' Product & Pricing Catalog solution makes it easy to create, launch, and manage customer-centric financial products. You bring hyper-personalization to banking – elevating the customer experience. Customers enjoy a just-for-me experience thanks to personalized promos, bundles, pricing, limited-time offers, and statements. You put product and pricing ideas into action in days and weeks, not months. Easy open banking and third-party integrations let you increase revenue with personalized services from partners.

But don't siloed banking systems get in the way of product innovation, flexibility, and speed? No. Core-agnostic and API-based, Amdocs Product & Pricing Catalog delivers cross-bank integration, enabling dynamic product personalization across the enterprise.

Creatio adds financial services-focused automation

Creatio Financial Services is a unified solution for CRM and FinServ digital workflows that enables banks and other FinServ companies to set new benchmarks for their customer service and operational excellence.

Creatio Financial Services offers a comprehensive workflow automation toolkit, OOTB FinServ workflows and user workspaces, AI/ML decisioning tools, 360-degree analytics and reporting, and much more.

For maximum freedom of ownership, the Creatio platform features a rich no-code toolset that enables business users and application developers to easily create new digital workflows, FinServ solutions, data analytics dashboards, AI/ML-powered predictive models, etc.



Amdocs Product & Pricing Catalog Key Features



Unified customer view



**Personalize products, offers,
and pricing**



**Faster release of must-have
products and promos**



**API-based access to third
party services**

Creatio Financial Services Key Features

- Customer journey automation
- Lending
- Bank sales
- Marketing & engagement automation
- Role-based workspaces
- FinServ digital workflows
- AI-powered FinServ decisioning tools
- No-code tools for custom solution development

Case Study: Billing Manager Application

One of the largest African banking groups
19 countries | 50K employees | 12M customers

Challenge:

The manual management of bespoke customer pricing across multiple price points within the corporate and business banking environments was resulting in incorrect pricing, delays in implementation, poor audit trails and associated client impact.

The opportunity was to automate processes using low-code and BPM technology to enable pricing visibility, pricing changes and automated workflow approval through to implementation. The bank sought to reduce the employees' multiple manual tasks, improve overall business efficiency and accuracy together with detailed audit trails.

Solution:

- Centralized pricing management system for corporate, business, and personal banking clients
- Consistent and accurate real time price plans view
- Ad hoc and annual pricing flow automation with multiple approvals steps
- Advanced customer management for client relationship managers
- Integration with Azure Active Directory, Salesforce CRM, and pricing/billing platforms

Outcome:

The Billing Manager solution enabled the bank to control and seamlessly manage a more consistent and accurate view of its price plans and concession processes with real-time metrics, showing how new prices are negotiated and approved according to the banking pricing governance for their clients.

Let's make banking amazing

Leap ahead with help from Amdocs and Creatio. 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.

At Amdocs, we work with financial service providers to bring momentum and results to digital strategies. We've helped financial service leaders create innovative user experiences, move to the cloud at scale and more. Talk to us to learn how we can work with you to realize your digital strategies.