

Amdocs Product & Pricing Catalog

Upgrade every customer experience with product innovation and personalization



Customers want more from banking

Recent [research](#) by Amdocs found that:



89% of consumers would embrace bundling of banking accounts and services with the right incentives



81% of consumers believe that digital banks offer better benefits than traditional banks



72% of consumers like the idea of including lifestyle benefits, like streaming media, in banking bundles



17% of consumers would consider leaving banks that sent too many impersonalized offers

Removing barriers for product management challenges

Legacy core banking systems lead to siloed product management at many banks. The lack of cross-bank and cross-line-of-business integration slows product development. Ideas that touch multiple products rarely happen. They require significant IT resources just to launch, with ongoing management and refinement draining even more time.

As banks are challenged to create a centralized view of product management, a cross-bank view of customers and their data can also be difficult to achieve. This makes personalization of banking products and experiences impossible. Banks need to elevate the customer experience by using their wealth of data to personalize banking. The key: cross-bank integration of customer data, products, and pricing.

Drive new revenue streams with dynamic product management

The Amdocs Product & Pricing Catalog helps enhance the customer experience and identify new revenues, through actionable insights that help find opportunities and gaps across the product portfolio. The Product & Pricing Catalog unifies product management and pricing across multiple lines of business, delivering a 360° view of customers. Tailor your bank's approach to bring a "just-for-me" experience of banking and non-banking products offered. Whether from personalized promos, limited-time deals and bundled offers, all the way to information advisory, statements and in-process experiences.

You can use Amdocs Product & Pricing Catalog to:



Identify product gaps and opportunities:

A centralized product portfolio makes it easier create, launch, and manage product ranges



Unify customer data to enhance offers and personalization:

Optimize products and pricing with precise segmentation across your customer base



Grow revenues by easily bundling third-party services:

Use APIs to easily add third-party partners, such as entertainment subscriptions, ESG conscious services, and open or embedded banking providers



Speed time to market for new products:

Work faster with parallel workstreams, collaboration, and approval flows

Make your bank a perfect fit for every customer



Customer satisfaction jumps as costs fall

A leading bank in Northern Europe turned to Amdocs with a request: Make banking just as amazing for our customers. Amdocs Product & Pricing Catalog empowered the [bank to adopt a customer-centric approach](#) – using core-agnostic centralized product management. With it, the bank has been able to:



Accelerate its product release cadence by 200%



Increase customer satisfaction scores by 50%



Reduce costs per invoice by 75% while cutting revenue leakage



Deliver new product bundles and first-to-market offers to customers

Innovation in action

How does Amdocs Product & Pricing Catalog help you reimagine banking? Business users can create offers with little or no IT involvement. **Flexible, reusable templates, policies, and building blocks that are predefined enable dynamic product development. You pair products, services, bundles, and promotions with customer profiles to generate personalized offers in real time. And it's easy to refine targeting and pricing to optimize results.** You try more ideas – helping you find niche winners, run better campaigns, and discover unexpected hits.

Get started

Elevate the customer experience with product and pricing personalization. [Talk to Amdocs today.](#)