earnix

Price-It

Dynamic Pricing Backed by Robust Data-Science, Analytical Modeling, and Optimization

Gain more accuracy and agility for your pricing processes by applying industry-leading analytics across strategy, internal and external modeling, as well as implementation. Identify and capitalize on revenue opportunities with clear insight into pricing strategy performance.

Common Challenges



Elevated End Customer Expectations

Customers expect differentiated offers and experiences to be tailored to them - not a demographic. This expectation drives a need for banks to become a proactive, value-adding partner - rather than a reactive, generic institution.



Restructuring Tech Ecosystem

An evolving landscape of new fintechs and capabilities is pushing banks to figure out ways to offer the greatest outcomes for their customers in a bid to remain competitive, while struggling to do so with outdated in-house legacy technologies.



Shifting Operating Models

Even with new revenue streams, banks are still finding it challenging to earn as much of a return as possible. With expanded views of risk, global leaders are reevaluating operating models in hopes of accelerating growth - precisely assessing risk in a bid to becoming more profitable.



Claiming New Market Potential

As customer data grows exponentially, banking leaders are gaining new clarity into untapped market potential. Yet, current solutions limit them from effectively realizing these new opportunities and enacting meaningful change.

Common Use Cases

Benefits

Unlock more customer lifetime value and increase conversion and retention rates by personalizing all aspects of your banking products. Align pricing and product strategies to increase revenues, align to real end customer risk, and accelerate organizational growth.

Personalized Customer Experiences

We're pushing personalization beyond a customer's name or aligning to a broad demographic. We enable real-time, individualized offers and alternative deal structures to make every interaction between a bank and customer feel like a one-on-one connection.

Automate and infuse AI/ML capabilities in critical pricing/personalization processes to reduce manual effort, eliminate human errors/biases and empower teams to focus on more strategic initiatives.

Real-time Agility

We enable banks and lenders to generate precise offers in milliseconds, not minutes and implement new strategies in days, not months. We help our customers gather, analyze, and act on real customer risk and market performance in real-time.

Make all aspects of optimization, pricing and personalization more data-driven by operationalizing both existing and emerging end customer data across applications.

This unique approach enables banks and lenders to realize immediate operational improvements, optimize their pricing strategies and eliminate their barriers of legacy technologies to run a more connected organization.

Maximum ROI

We work as an intelligent layer that connects existing systems, new technologies, and diverse teams to enable your organization to move the needle on profitable growth.

earnix

Earnix is the premier provider of composable intelligent decisioning solutions designed to transform how global banks are run. Earnix unlocks value across all facets of the business, connecting with customers through personalized offers and breaking away from the status quo imposed by legacy systems. Earnix's solutions offer systemized, enterprise-wide value with ultra-fast ROI.