



WHAT IT IS

FinONE is a software that helps you with the right pricing for your customers, how much ever varied they might be. At its core, it is a Pricing Engine.

Traditional pricing methods are influenced by internal perception, and further limited by lack of real-time market data. As a result, sales and marketing campaigns that rely on simplistic pricing often result in inadequate and irrelevant targeting that can often frustrate customers.

This is where our product is a game changer. FinONE, dismisses challenges

presented by traditional pricing methods by embracing the breadth of real-time market data while also factoring in historical data and your business priorities. This allows the engine to churn out prices that are most relevant to each customer cohort (be it across geographies or demographics). FinONE enables you to set competitive prices while agreeing with customer behaviour and purchasing power.

With the right prices, your firm can draw in new customers while continuing to satisfy existing ones. FinONE gives you the power to do so.

FinONE



WHAT IT FEATURES.

- FinONE uses Predictive Analytics to set a service fee specific for each customer or transaction
- It maintains an accurate and updated Rolodex of all your customers (Golden Customer Record)
- FinONE comes with a dashboard that visualizes and helps you understand price sensitivity, among other aspects

WHAT IT IS MADE OF.

(Technical & Optional)

It is a multilayer algorithmic decisioning system mapping the target pricing variables to data fields derived from multiple sources. The first layer analyses and generates customer-related scores such as customer lifetime value and customer risk classification. The engine uses these to derive scores for each customer and define personalised pricing factors.

In the second layer, along with customer-specific value and risk scores, the data attributes, related to external factors, include seasonalities, macroeconomic variables, and other FX indexes, combined to form a master record for pricing data. Pricing values are then trained as the target variable from this data using multivariate regression and heuristic optimization methods to optimize the rates -- to predict the service fee for the future transactions.

HOW YOU STAND TO BENEFIT.

- FinONE helps you make profitable pricing decisions that are sensitive of buyer behaviour, thanks to its usage of real-time market data
- You can fine-tune your pricing strategy and ensure exciting ROI
- You can take it even further. FinONE can help you observe how pricing affects demand, and how your products contribute to your customer's price perception