

4 ways to improve commercial customer revenue



Banking

One of the key factors influencing the commercial banking business is the evolving corporate customers' needs. Despite a loyal client base, commercial banks are likely to face fierce competition from both banks and nonbank institutions. Approximately one-third of executives from companies with annual revenues of US\$1 billion or more reported having banking relationships with 10 or more institutions.¹

Here are four steps your financial institution can take to improve commercial revenue:



1. Elevate the customer experience to increase wallet share

The need for bankers to stay on top of their clients' business issues and opportunities is more important now than ever. Business insights and specialized advice are therefore likely more important than the relationship's longevity in order to win more business. Data and technology will be integral for relationship managers to add more value for their customers. Equipping Relationship Managers with data and technology could provide actionable customer insights while freeing up their time from mundane, operational tasks to focus on their industry specialization and advising customers.¹



2. Rationalize relationship pricing

When you have the information you need when you need it, you can help your relationship managers make sound decisions about customer relationships that optimize both service and profitability. Your revenue management and billing system should give you clear information about the profitability of any customer or account, including how to price all of one customer's business at the same time, how much risk a customer generates, and the likely profitability of one customer's business. And you must consider the full relationship of the customer—looking at their credit, deposit, and lending portfolio to design pricing that accounts for the overall banking relationship.

1. Commercial banking 2025: Finding a new compass to navigate the future.



3. Pursue digital transformation

Looking ahead, financial institutions must uphold agility, responsiveness, and forward-thinking. By embracing digital transformation as an ongoing journey rather than a static destination, you can skillfully piece together the puzzle of efficient growth and market security with confidence.²



4. Choose the right technology

Managing revenue management and billing are critical components of a successful commercial banking relationship. Historically, banks have relied on either their core deposits solution to perform a simplistic price-times-volume approach, or they have allowed their internal IT team to develop custom solutions that fit a very narrow scope of what the bank is trying to accomplish. Selecting a comprehensive vendor solution that is industry driven is key. The choice you make in a technology solution to manage your relationships with commercial customers can help determine your success. With the right tools, you can transform your bank's enterprise pricing and billing into a powerful system for increasing revenue, controlling risk, forecasting demand, and reducing costs. Consider implementing a new revenue management and billing system that can help position you for future growth and stability.

2. BAI.org, Start with a unified platform: 4 keys to leveraging your digital investment by Julie Morlan, May 2024.



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INFDP3027594-en-US-0624-1

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