

Product Matching (Capability)

- 1. Role Definition
- 2. Example of Use
- 3. Executive Summary
- 4. Key Features

Documentation

Properties

Appears on

Relations

1. Role Definition



The service domain implements a decision service (that might be interactive) to isolate the preferred product(s) for which a customer is eligible in a specific servicing situation. The product selection logic will balance factors including customer indicated desired product type/features, customer type/profile, solicitation/retention/enquiry servicing situation, prevailing campaigns/bank preferred products. The decision logic improves product selection to optimize the customer interaction and support business development

2. Example of Use



Example of use:

A customer servicing representative initiates a product matching dialogue after resolving a disputed payment in favor of the customer, hoping to leverage the positive contact situation to generate additional business opportunities

3. Executive Summary

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Capability used to match eligible product and product combinations to a customer based on prevailing conditions such as customer type, product interest, solicitation/retention, campaign alignment

4. Key Features

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- Determine customer product interest
- Isolate eligible products
- Consider context to filter/prioritize products
- Apply broader campaign/bank preferences

Documentation






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Properties

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Property	Value
Service Domain	
API BIAN Portal	Product Matching API (https://app.swaggerhub.com/apis/BIAN-3/ProductMatching/12.0.0)
Core Business Object	
Individual Analytics	product/CustomerCombinationAssessmentAccumulators product/CustomerCombinationAssessmentActivityAnalysis product/CustomerCombinationAssessmentPerformanceAnalysis product/CustomerCombinationAssessmentTrends&Events
Portfolio Analytics	product/CustomerCombinationAssessmentPortfolioActivityAnalysis product/CustomerCombinationAssessmentPortfolioMake-UpAnalysis product/CustomerCombinationAssessmentPortfolioPerformanceAnalysis

Scenarios

-  Perform Customer Eligibility Profile Update (views/view_55074.html)
-  1b - Retrieved ASPSP Account Information Trigger NBP (views/view_54959.html)
-  Handle Request for Corporate Loan (views/view_55212.html)
-  Process Internal Customer Upgrade (views/view_55263.html)
-  Conduct Customer Centric Product Manufacturing (views/view_54849.html)

Service Role Typically an interactive capability used to match available product and product combinations to a customer type and situation. The mapping logic can be responsive to more dynamic factors such as prevailing business conditions

BIAN Life Cycle

Registration Status Registered

Stereotypes

stereotype ServiceDomain

Appears on

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(views/view_50740.html)



Product Matching SD Overview

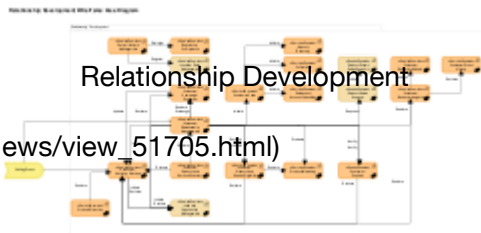
(views/view_51270.html)

(views/view_50878.html)

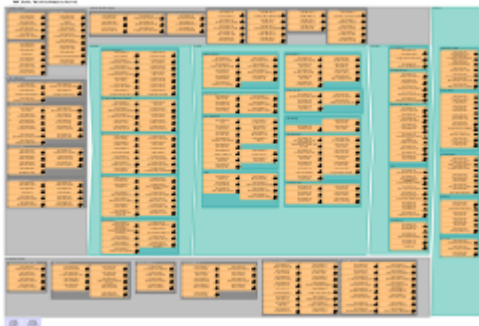


BIAN Coreless 2.0 Wireframe

(views/view_51594.html)



(views/view_51705.html)

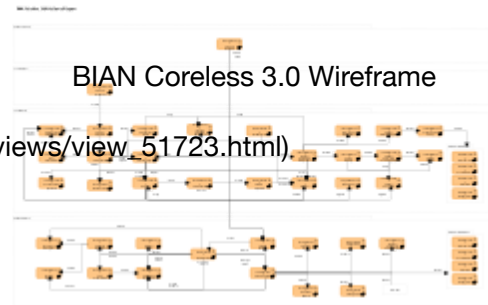


BIAN Service Landscape V12.0 Value Ch...

(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...



(views/view_51723.html)



TPP Backend

Relations



aggregated
by



Sales (object_25.html?object=130075)

Wave 5 (object_25.html?object=153746)

Wave 1 (object_25.html?object=153747)

Sales (object_25.html?object=172051)

TPP Backend (object_25.html?object=83605)

is equal to
































Product Matching (object_37.html?object=44815)







is part of



Sales (object_25.html?object=130075)

realized by

-  Product/ Customer Combination Assessment_ Analytics Object (object_25.html?object=111263)
 -  Product/ Customer Combination Assessment_ Instantiation (object_19.html?object=128756)
 -  Product/ Customer Combination Assessment_ Invocation (object_19.html?object=128764)
 -  Product Matching_SD_Operations (object_19.html?object=128774)
 -  Product/ Customer Combination Assessment_ Reporting (object_19.html?object=128778)
 -  Change all Initiate SOs into Evaluate (object_31.html?object=161692)
 -  Product Matching_SD_Service Group (object_19.html?object=241651)
 -  Product/ Customer Combination Assessment (object_24.html?object=29380)
 -  Up BQ Update details relating to Product Eligibility (object_12.html?object=30000)
 -  Ex CR Execute an available automated action for Product/ Customer Combination Assessment (object_12.html?object=30046)
 -  Re CR Retrieve details about any aspect of Product/ Customer Combination Assessment (object_13.html?object=30216)
 -  Re BQ Retrieve details about any aspect of Product Type Selection (object_13.html?object=32841)
 -  Up CR Update details relating to Product/ Customer Combination Assessment (object_13.html?object=33922)
 -  Ev BQ Instantiate a new Context Criteria (object_13.html?object=34320)
 -  Ev CR Instantiate a new Product/ Customer Combination Assessment (object_14.html?object=34587)
 -  Up BQ Update details relating to Product Type Selection (object_14.html?object=35671)
 -  Re BQ Retrieve details about any aspect of Context Criteria (object_14.html?object=35973)
 -  Re BQ Retrieve details about any aspect of Product Eligibility (object_14.html?object=36346)
 -  Rq CR Request manual intervention or a decision with respect to Product/ Customer Combination Assessment (object_15.html?object=40687)
 -  Product/ Customer Combination (object_23.html?object=42616)
 -  Ec CR Accept, verify, etc. aspects of Product/ Customer Combination Assessment processing (object_15.html?object=42867)
 -  Ev BQ Instantiate a new Product Eligibility (object_16.html?object=43771)
 -  Up BQ Update details relating to Bank and Campaign Alignment (object_16.html?object=44962)
 -  Re BQ Retrieve details about any aspect of Bank and Campaign Alignment (object_16.html?object=45637)
 -  Gr CR Obtain permission to act in relation to Product/ Customer Combination Assessment (object_16.html?object=45707)
 -  Up BQ Update details relating to Context Criteria (object_16.html?object=45740)
 -  Ev BQ Instantiate a new Bank and Campaign Alignment (object_16.html?object=46874)
 -  Ev BQ Instantiate a new Product Type Selection (object_17.html?object=48011)
 -  Assess (object_28.html?object=58027)
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serves	 Product Management (object_6.html?object=130055)
triggered by	 Customer Relationship Management (object_21.html?object=30437)
	 Investment Portfolio Management (object_21.html?object=32159)
	 Customer Product And Service Eligibility (object_21.html?object=36792)
triggers	 Product Directory (object_21.html?object=34953)
	 Customer Product And Service Eligibility (object_21.html?object=36792)