Customer Proposition (Capability)

1. Role Definition ⌃

This Service Domain enables the bank and customer to establish and maintain product and service fulfillment preferences and requirements that span multiple products

2. Example of Use ⌃

The bank determines that the significant long term value of a customer relationship should ensure that certain standard fees are waived to help retain their business and records this requirement in their proposition agreement

3. Executive Summary ⌃

This Service Domain maintains bank and customer defined requirements spanning all products and services

4. Key Features ⌃

Maintain bank defined service delivery terms

Maintain customer defined service preference terms

Documentation ⌃

Properties ⌃

Property	Value
Service Domain	
API BIAN Portal	Customer Proposition API (https://app.swaggerhub.com/apis/BIAN-3/CustomerProposition/12.0.0)
Individual Analytics	customerPropositionAgreementAccumulators customerPropositionAgreementActivityAnalysis customerPropositionAgreementPerformanceAnalysis customerPropositionAgreementTrends&Events
Portfolio Analytics	customerPropositionAgreementPortfolioActivityAnalysis customerPropositionAgreementPortfolioMake-UpAnalysis customerPropositionAgreementPortfolioPerformanceAnalysis
Scenarios	
Service Role	Support customer feature specific product fulfillment
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

Appears on ⌃

Customer Proposition SD Overview

(views/view_51891.html)
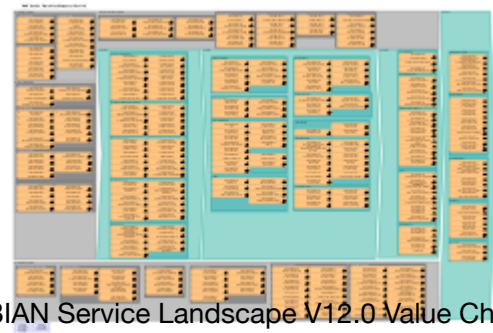
BIAN Service Landscape V12.0 Value Ch…

BIAN Service Landscape V12.0 Matrix Vi…
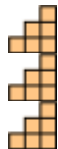
Relations ⌃

| aggregated by | Wave 6 (object_25.html?object=153745) |
| | Relationship Management (object_25.html?object=172032) |

gets input from	Business Unit Management (object_21.html?object=30964)
	Business Development (object_20.html?object=32900)
	Sales Product (object_21.html?object=37972)

| is equal to | Customer Proposition (object_37.html?object=44192) |

| is part of | Customer Management (object_25.html?object=130142) |

|	
realized by	Customer Proposition Agreement_ Analytics Object (object_25.html?object=111261)
	Customer Proposition (object_24.html?object=130410)
	Customer Proposition_SD_Operations (object_19.html?object=207933)
	Customer Proposition Agreement_Instantiation (object_19.html?object=207941)
	Customer Proposition Agreement_Invocation (object_19.html?object=207951)
	Customer Proposition Agreement_Reporting (object_19.html?object=207961)
	notify Customer Proposition Agreement (object_18.html?object=239137)
	initiate Customer Proposition Agreement (object_19.html?object=239689)
	Customer Proposition Agreement_Invocation (object_19.html?object=239912)
	request Customer Proposition Agreement (object_19.html?object=239913)
	update Customer Proposition Agreement (object_19.html?object=241037)
	Customer Proposition_SD_Service Group (object_19.html?object=242790)
	evaluate Customer Proposition Agreement (object_19.html?object=243061)
	terminate Customer Proposition Agreement (object_20.html?object=243702)
	retrieve Customer Proposition Agreement (object_20.html?object=244176)
	Customer Proposition Agreement_Instantiation (object_20.html?object=245410)
	Customer Proposition Agreement_Reporting (object_20.html?object=247219)
	Notify Customer Proposition Agreement (object_12.html?object=28980)
	Retrieve Bank Defined Product and Service Term (object_12.html?object=29383)
	Request Customer Defined Product and Service Term (object_12.html?object=29961)
	Update Customer Proposition Agreement (object_13.html?object=31352)
	Customer Proposition Agreement (object_24.html?object=35166)
	Exchange Customer Defined Product and Service Term (object_14.html?object=35207)
	Request Customer Proposition Agreement (object_14.html?object=35234)
	Control Customer Proposition Agreement (object_15.html?object=38714)
	Exchange Bank Defined Product and Service Term (object_15.html?object=40206)
	Exchange Customer Proposition Agreement (object_15.html?object=40744)
	Request Bank Defined Product and Service Term (object_12.html?object=41944)
	Notify Bank Defined Product and Service Term (object_12.html?object=42285)
	Notify Customer Defined Product and Service Term (object_16.html?object=43784)
	Update Customer Defined Product and Service Term (object_16.html?object=43883)
	Evaluate Customer Proposition Agreement (object_16.html?object=44002)
	Evaluate Bank Defined Product and Service Term (object_16.html?object=45141)
	Retrieve Customer Proposition Agreement (object_17.html?object=47085)
	Evaluate Customer Defined Product and Service Term (object_17.html?object=47304)
	Grant Customer Proposition Agreement (object_17.html?object=47625)
	Retrieve Customer Defined Product and Service Term (object_17.html?object=48208)
	Update Bank Defined Product and Service Term (object_17.html?object=48470)
	Agree Terms (object_28.html?object=58124)
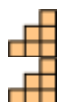
sends output to	Customer Agreement (object_20.html?object=32862)
	Current Account (object_21.html?object=37122)
serves	Agreement Management (object_6.html?object=130022)