



Royal Bank of Canada deploys Nomis pricing optimization technology

Nomis Solutions, a provider of pricing optimization solutions for banking and finance, has announced that Royal Bank of Canada has deployed its pricing optimization technology, the Nomis Price Optimizer 3.3 across its personal lending business.

Royal Bank of Canada has recently deployed Nomis Price Optimizer across its personal lending business allowing the bank to build upon its pricing practices and better tailor offers to customer segments.

Pricing optimization technology provides a better understanding of how pricing impacts product performance across the portfolio. The Nomis Price Optimizer is designed to deliver the right solution to meet customer needs by quantifying customer preferences for products in various market segments and identifying opportunities to price more effectively.

By using the Nomis Price Optimizer, Royal Bank of Canada gains insights about segmentation approaches including opportunities to add a new dimension to pricing structures.