



Getting to Know Today's Online Banking and Bill Pay Users

Online banking and bill pay services are attracting a growing number of consumers. In order to acquire and retain customers and grow profitability, financial institutions must understand the evolving attitudes, goals, behaviors and needs of these consumers.

Fully "profiling" the online banking user, however, is more than simply studying vague trends and industry projections. Real users must be studied in their personal online banking environments to replace assumptions about user motivations and perspectives with concrete research data. This data can then help an institution develop a profitable online strategy for implementing effective, targeted and lucrative products and services that promote cross-selling and up-selling opportunities.

Industry Resource

In November 2007, the CheckFree (now part of Fiserv) User Experience (UX) Design Team partnered with Lextant, an Ohio-based interactive design agency, to conduct an in-depth ethnographic study of individual online banking and bill pay users. The resulting research paper, "[2008 Ethnographic Study: Consumer Study to Help Define the Ideal Online Banking Experience](#)," details the attitudes, goals, behaviors and needs of consumers currently using online banking and bill pay services.

Twenty representatives from diverse demographics and income levels were recruited to participate in the qualitative study. Through individual "homework assignments" and extensive in-home and phone interviews, each participant detailed their ideal online banking experience and overall financial perspectives. The resulting data was analyzed to highlight demographic details, participant quotes and observations, and interactive exercise results in order to reveal potential features and characteristics of each participant's ideal online banking experience.

During data analysis, three types or personas of online banking consumers were identified: the Reactive Consumer, the Conscious Improver and the

Download the research paper, [2008 Ethnographic Study: Consumer Study to Help Define the Ideal Online Banking Experience, NOW!](#)

Fiserv is pleased to provide complimentary, value added knowledge resources that contribute to stronger consulting engagements.

Fiserv to Release Fourth Quarter and Year-end 2008 Earnings on February 3, 2009

Fiserv will announce its fourth quarter and year-end earnings for 2008 after the close of regular market trading on February 3, 2009. The company will also

Balanced Achiever. Each of the three personas has a number of unique identifying characteristics that help describe their motivations, behaviors and perspectives. These personas provide valuable product design direction and can be used to identify target user populations and unique market opportunities. The study concludes that financial institutions are poised to leverage the power of the infrastructure and technology behind their online channel to anticipate – and optimize – the way in which customers interact with them at every touch point.

Fiserv Resource

Based on this extensive usability testing and consumer research, Fiserv developed Online Advantage™, a deeply integrated solution delivering a rich and differentiated online banking experience for a financial institution's customers while generating immediate revenue opportunities for the institution. Online Advantage facilitates cross-sell and up-sell opportunities for products and services, generates fees for online services such as transfers and card payment options, and attracts growth through online account opening, funding and remote deposit.

In addition, Online Advantage helps institutions promote online adoption through single-step streamlined application processing, an integrated services platform for multiple applications and enhanced usability enabled through intuitive navigation and rich media technologies. Online Advantage further facilitates customer retention by offering personal money management tools, an integrated suite of product and service offerings all on one page for one-stop shopping and enhanced features like small business banking, family banking, social networking and an Online Vault for storage of important documents.

CheckFree Online Advantage offers:

- Online Banking
- Electronic Billing and Payment
- Security and Fraud Prevention
- Cross-Sell and Up-Sell Solutions
- Social Networking, Peer and Community Features
- World-Class Hosting Facilities
- Best-In-Class Service Level Agreement (SLA)
- Implementation Service
- Customer Care
- Professional Services

To request more information about CheckFree Online Advantage, please contact Jason Bailey, senior product marketing manager, at (503) 746-0608 or jason.bailey@fiserv.com.

provide a live broadcast of its earnings conference call over the Internet at 4 p.m. CST on February 3, 2009.

[Read complete news release](#)

Commerce Bank/ Harrisburg Signs with Fiserv for More than a Dozen Solutions

Fiserv announced that Commerce Bank/Harrisburg, a subsidiary of Pennsylvania Commerce Bancorp, Inc., has selected Fiserv to modernize and transform its core banking system centered around the Fiserv CBS product suite.

[Read complete news release](#)

Fiserv Source Capture Suite Ranked #1 Branch and Teller Capture Software Solution

Fiserv announced that the Fiserv Source Capture Suite is the top-ranked branch and teller capture solution in the newly released Aite Group, LLC report, Branch and Teller Capture: A Vendor Overview.

[Read complete news release](#)

Upcoming Events

Fiserv is attending these upcoming trade shows

[Finexpo - Risk & Transaction
Management](#)

February 5
London, UK

[ABA National Conference for
Community Bankers](#)

February 15 - 18
Phoenix, AZ

[More events](#)

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