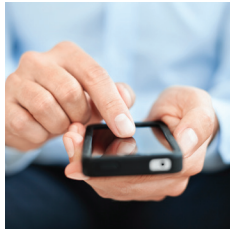


Mobile Adoption Services

Achieve Adoption Success With Mobiliti™



Adoption and usage are necessary to realize the return on your mobile channel investments. Mobile Adoption Services from Fiserv offers complimentary tools to help our mobile clients effectively measure, monitor and maximize adoption and usage among end users.

Drive Mobile Adoption With Personalized Services

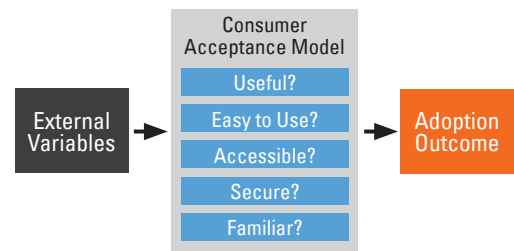
Maximize your mobile investment by getting consumers aware of, interested in and actively using your mobile channel. When you partner with Fiserv for your mobile strategy, you can take advantage of leading solutions plus services and expertise that help your institution drive adoption.

Our Mobile Adoption Services include a comprehensive range of consultative and marketing resources to help you successfully compete in today's digital marketplace. With marketing material templates, personalized training workshops, access to industry research and more, Mobile Adoption Services can help you increase mobile usage and bring value to your institution.

How Do Consumers View Mobile?

Mobile Adoption Services are based on the Consumer Acceptance Model, which includes five factors of consideration. Consumers must decide if mobile banking services are: 1) useful, 2) accessible, 3) secure, 4) familiar and 5) easy to use. How consumers perceive mobile banking in terms of these five factors will impact the adoption outcome.

Mobile Adoption Services are Centered on the Consumer Acceptance Model



Mobile Adoption Services include:

1. Mobile Adoption Workshop

- Onsite or remote session via WebEx™ led by a mobile adoption marketing specialist
- Relevant advice on how to maximize mobile adoption
- Segment targeting and modeling, best practices and industry benchmark statistics
- Marketing recommendations and marketing execution tools aimed to maximize ROI and end-user adoption



Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit www.fiserv.com for a look at what's next now.

2. Ongoing Consultation and Complimentary Resources

- Continued consultation and analysis with mobile adoption consultants as required
- Dedicated mobile adoption consultant for ongoing questions and needs

3. Mobile Adoption Marketing Tools ("Campaign-in-a-Box")

- Numerous customizable mobile creative campaign templates including emails, banners and print creative in original source file format along with correlating copy document and purchased image files for your use
- Internal media program checklist
- Exclusive and complimentary client extranet access for creative campaign template updates, research documentation and other relevant tools to continue to help drive mobile adoption in the future
- Campaign materials are accessible online anytime

Key Benefits

- Enjoy complimentary consulting and marketing resources to shape and support your mobile strategy
- Receive relevant and personalized recommendations on how to increase your mobile adoption
- Gain access to current industry insights and trends to better inform your management decisions
- Establish mobile adoption goals and strategies to more effectively manage your mobile channel and increase ROI
- Use customizable marketing materials that drive awareness while keeping campaign costs low

Mobile Adoption Template Examples



Fiserv Inc.
255 Fiserv Drive
Brookfield, WI 53045

800-872-7882
262-879-5322
getsolutions@fiserv.com
www.fiserv.com

Connect With Us

For more information on Mobile Adoption Services, please contact us at mobileadoption@fiserv.com.