Product

fiserv.

Enable™
Creating a Compelling Buying Experience Is the Most Important Thing in Sales and Marketing

As today's financial services market becomes more competitive and regulated, institutions must transform their selling process to make their products and services stand out. New revenue, expanded relationships and efficient processes are critical to give your institution a competitive edge.

Enable from Fiserv helps your sales and marketing teams deliver a motivating buying experience that converts conversations into new clients. It gives you an opportunity to differentiate your organization and provides your sales professionals the tools they need to communicate with their target consumers more effectively. This interactive, customizable, brand- and message-focused tool is designed to elicit a more personal, dynamic sales conversation. It eliminates paper and disparate tools by combining email, documents, collateral, video, ROI and pricing calculators into one tool that is connected to your existing sales management and onboarding systems.

With any tablet, your sales representatives can access and use an interactive presentation of your institution's products and services. Prospects and accountholders will see your organization, your sales team and your offerings in a different light—as sophisticated and unique.

Enable also helps accelerate the sales process with both on-screen contract signing capabilities and a seamless hand-off to operations to kick off the onboarding process. Enable brings consistency to sales presentations and

strengthens compliance with automatic updates every time a user logs in. It also supports multiple lines of business and product types within the financial institution, including treasury management, wealth, insurance, small business and more.

First Impressions Matter

With Enable, your sales team's discussions become dynamic instead of linear, and sales representatives can easily personalize conversations based on customer needs. The representative can deliver a compelling end-to-end buying experience. No more shuffling papers and proposals or searching for that key slide. Wireless projection in the boardroom from an Apple® iPad® is easy thanks to AirPlay®, and can be accomplished with Android™ and Microsoft tablets as well. On-the-fly distribution is a snap, too—simply select the collateral in the virtual briefcase, type in the email address and click "send" within the tool.

Close the Deal on the Spot

Thanks to integration between Enable and your onboarding system, your sales force can close, sign and execute on the spot. Enable gives your representatives immediate access to client profile information, contracts and agreements. This shortens your sales cycle, speeds up processing time, accelerates revenue recognition, and improves sales closure rates and customer retention.

A Do-It-All Sales Tool

Enable does so much more than simply packaging your institution's sales materials. It places all of your organization's sales and marketing assets at your sales team's fingertips, enhancing their ability to drive more prospects to "yes."

Fully Connected

By connecting Enable with your onboarding system, you can:

- Accelerate revenue

  ○ Enable financial institution differentiation

  ○ Enhance sales effectiveness and closure rates

  ○ Reduce product/service setup cycle time

- Reduce expenses

  ○ Streamline and automate processes

  ○ Minimize production, print, storage and destruction efforts

  ○ Reduce data entry, manual tracking and setup errors

- Strengthen compliance

  ○ Roles and functions are defined with unique login to associate-appropriate content

  ○ Actions and tasks are tracked and fully reportable

  ○ Content updates occur at login

Content Management System

The powerful desktop interface for Enable allows administrators to easily manage updates:

- View live screens from a desktop computer

- Search live text via an accompanying database

- Set permissions levels for various users

- Edit all text within the application using a what you see is what you get (WYSIWYG) type of interface

Empower Your Employees

Enable will set your sales force apart from the competition. This new tool will energize them and give them a visible example of your investment in their success.

Enable is easy to learn and use, and Fiserv can help you train your team. Plus, with tracking provided by the tool, you'll know who's using the tool, how much it's being used, and which

Key Features

- Pre-configured templates with placeholder copy enable fast time-to-market and return on investment

- Your branding, copy and content are quickly and easily input to reinforce your organization's brand voice and appearance

- Intuitive design encourages self-exploration and easy navigation to facilitate deal closure

- Quick touch navigation, pop ups, and animation enhance the effectiveness of your presentation

- Virtual briefcase, on-the-fly email capability, video capability and customized calculators equip sales teams with critical and the most current sales tools

- Integration with sales management and onboarding systems, contract presentment and signature capture capability support a seamless onboarding experience for clients

screens and features are accessed the most or least. This allows for targeted coaching or editing of content to improve the message.

Why Web Is Better

There are numerous benefits to using a Web-based application rather than a native application.

- Control—You determine who gets access to the tool and you manage all of the content available to them

- Consistency—Allows for seamless updates that are automatically pushed and instantly available—no need for team members to manually update their app

- Manageability—Application administration and content maintenance can be managed in house or as a hosted service; the Web app is compatible with all Apple, Android and Windows® tablet devices; and it's available only through a secure URL—not Apple, Google or Microsoft app stores

- Security—No information is stored on the tablet device; all sales materials, screens, calculators, collateral and videos reside on secure servers; and login IDs and passwords are managed by Active Directory, all of which reduces risk if the tablet is lost or stolen

- Connectivity—By connecting Enable with sales management and onboarding systems, you can accelerate revenue, differentiate your institution from competitors, enhance sales effectiveness and closure rates, and reduce product/service setup cycle time

- Cost—Brochure production, print, distribution, storage and destruction costs are reduced, and green efforts are fostered; training expenses are also reduced as the tool gets everyone onto the same page and effectively self-teaches the user

- Efficiency—Call volumes can be increased as sales professionals spend more time meeting with prospects and clients and giving presentations rather than preparing for meetings

- Compliance—Roles and functions are defined, and actions and tasks are tracked and fully reportable

Powerful Solutions

As a global leader in financial services technology, Fiserv has deep expertise and knowledge surrounding the products and services being offered by our clients. It is this specialization that has enabled us to develop a powerful sales and marketing solution designed specifically to cater to the unique needs of today's financial services organizations. We understand your business, we understand your offerings, and we understand your market like no one else.

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit fiserv.com and fiserv.com/speed to learn more.

Key Benefits

- Combines email, briefcase (account-specific documents), collateral, video, calculators and more into a single, easy-to-update Web-based application

- Supports multiple departments within the institution, including treasury management, wealth, insurance, small business and more

- Helps your sales force have more personal, dynamic conversations with customers and potential customers

- Integrates with sales management, enrollment and other systems to expedite the setup process to further strengthen compliance and enhance the overall customer experience

- Controls access so that a user can show, demonstrate and use only the information that he or she is authorized to present

- Presents contracts, agreements and more to clients and prospects, enabling your sales professionals to execute a seamless enrollment process

- Ensures sales staff are using only the most current and accurate sales tools, forms and documents to reduce risk and address compliance

- Tracks all user interactions for valuable insight into sales conversation effectiveness—shedding light on opportunities for sales staff skills coaching and highlights areas of greatest client/prospect interest

Connect With Us

For more information about Enable, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.

fiserv.

Fiserv, Inc.
255 Fiserv Drive
Brookfield, WI 53045

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