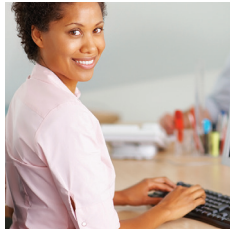


**Business Analytics Retail Online™ Reporting for Premier®**

Get a Clear View of Activity on Your Online Banking Channel



Retail Online for Premier enables your customers to manage their finances online. Business Analytics Retail Online Reporting for Premier delivers complete information about usage on this vital customer channel, so your financial institution can better promote the adoption of online banking.

Business Analytics Retail Online Reporting provides comprehensive data on customer enrollment, activity and trends within Retail Online. The data supplied can be used throughout your organization for advanced channel analysis that reveals how customers are accessing account information and performing banking activities online.

**Primary Reporting Themes**

The standard dashboard and reports included in Retail Online Reporting enable you to start viewing data right away, with views of vital metrics in four key areas:

**Enrollment**

Enrollment views enable you to analyze the customer segments enrolled in online banking and view monthly trends. Users can track the number of customers enrolled in online bill pay, remote deposit capture and e-statements, or drill through to a list of customers added and removed during the month. You can also view comparative data from multiple months in a single screen.

You always have a clear picture of who is signed up to access your online channel. If your financial institution also licenses Business Analytics Mobiliti™ Reporting for Premier, you can seamlessly view mobile banking enrollment in the same dashboard.

**Activity**

Your customers' level of online activity can tell you a great deal about the value they place on your online banking services. Retail Online Reporting provides detailed activity summaries by hour, day and month, as well as views of monthly trends over time. You can see how many enrolled customers are active and inactive, and select a time range of inactivity to display more detailed customer information. Activity trends by type, including inquiries, logons and maintenance access, are also available. This data helps you identify peak usage times, gain insight into customer preferences and gauge your IT demands.

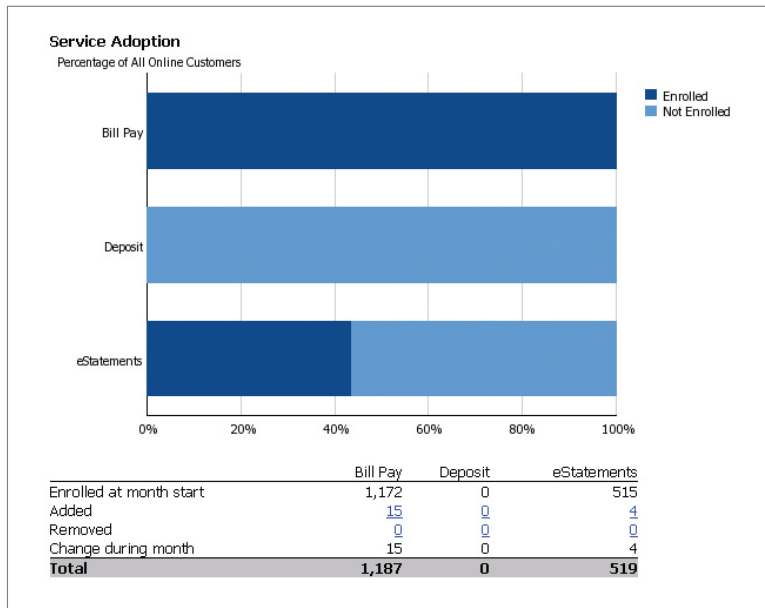
If you also license Business Analytics Mobiliti Reporting, you can view mobile banking and online activity data in the same dashboard.

**Transactions**

Use these dashboard views to monitor transaction activity and trends within Retail Online, including the number, type and amounts, and which customers are completing them. You can easily toggle between views of the current and previous month's transactions, as well as the past three or six months of activity. Drill-through capability makes it possible to see specific customers performing actual transactions.



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With the Service Adoption view, you can track the number of customers enrolled in online bill pay, remote deposit capture and e-statements.

### Exceptions

Exception reporting enables your staff to monitor the number of customers who have made invalid access attempts, have forgotten their passwords or allowed them to expire, or who have enrolled in online banking but never accessed the service. You can view current statistics as well as historical data and detailed customer information. This data can help you understand how the online channel is working for your customers, and proactively address any issues.

**Key Benefits**

- Helps you better understand customer needs, preferences and behavior
- Identifies areas for refinement in your online service
- Supplies hard data to help you quantify your return on investment
- Provides new insight for marketing efforts aimed at expanding online channel usage

### The Reporting Engine

Business Analytics Retail Online Reporting is made possible by a framework that integrates data from ancillary Fiserv applications into a common reporting database. This innovative, new approach to information management breaks down data silos to help you gain a more complete view of customer behavior, product utilization and financial performance within Business Analytics. The framework will support enhanced reporting capabilities for other Fiserv solutions in the future.

### Connect With Us

For more information about Business Analytics Retail Online Reporting for Premier, call 800-872-7882, email [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com) or visit [www.fiserv.com](http://www.fiserv.com).



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