

CardVision™ Options Provide Flexibility

Boost Activation, Increase Usage and Build Cardholder Loyalty

CardVision from Fiserv combines portfolio reporting, proven marketing and advisory services to create a portfolio growth strategy built for long-term success.



CardVision offers several powerful components that offer flexibility in creating a custom solution based on the needs of your organization.

Portfolio Reporting

Assess and monitor the health of your portfolio with customized reports delivered right to your inbox—making it easy to stay on top of the data you need to make informed business decisions, set goals and develop strategies to achieve best-in-class performance.

- Portfolio Scorecard—Summary of key performance indicators for debit and in-house credit. Includes benchmarking data to measure your performance against top Fiserv clients and the industry overall
- Network Essentials—Summary reports provide detailed analysis of overall performance and a consolidated view of point-of-sale activity segmented by network, including actual interchange

Dashboards

Manage and optimize your debit, in-house credit and ATM card portfolios. Covering an expansive range of actionable data and critical business information, the interactive and intuitive interface allows you quickly and easily to sort, filter, chart and compare

13 rolling months of data for a clear picture of portfolio performance. Monthly summarizations, month-over-month reports and annualized views provide in-depth information that can be saved or exported and incorporated into presentations and internal documentation.

- Gain a deeper understanding of cardholder behaviors and preferences with merchant reports. Identify where cardholders are using your card and explore both domestic and international merchant volume
- Download card activation statistics to track inactive cards or activated cards that have not been used
- View card data by BIN to determine high-performing areas of your portfolio or compare statistics for old and new BINS
- Examine ATM trends and drive strategy with transaction, profitability and performance reporting
- View status trends, such as the volume of cards available for use or reported stolen. Download statused card lists to assist in evaluation of cards to be purged

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 to learn more.

Marketing

Drive targeted cardholders to action throughout the product life cycle. Professionally designed collateral and proven, proprietary strategies put the power of your data to use.

- Turnkey marketing—Get started quickly and easily. With monthly new cardholder mailings and quarterly usage campaigns, building cardholder engagement is hassle-free. Campaigns are fully managed by our experts from creative development and list management to incentive fulfillment and results reporting. Using several months of baseline data ensures effective targeting and above-average response rates
- Custom marketing—All the benefits of turnkey marketing plus advisory services and portfolio reporting. Build customized marketing strategies and maximize cardholder engagement with complimentary solutions, such as CardValet® and uChoose Rewards® from Fiserv

Connect With Us

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



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