

Create Bills That Improve Customer Experiences With Engagement AdvantageSM

Drive Engagement With Personalized, Targeted Messaging

Engagement Advantage from Fiserv offers an integrated approach that improves the customer experience and profitability in bill preparation, presentment and payments while protecting your business financials and customer data. Partner with Fiserv to create highly personalized bills that engage, cross-sell and deliver an enhanced experience across all channels.

Prepare, Present, Pay and Protect: An Integrated Approach

Fiserv can manage your entire billing and payments life cycle – or any part of it you choose. Our integrated approach streamlines and enhances bill preparation, presentment and payments, while protecting your business financials and customer data, to improve the customer experience, increase engagement, accelerate revenue collection and reduce costs.

Your customers spend valuable time reviewing their bills and statements. Make the most of this opportunity by transforming your bills into dynamic marketing and information tools.

Our process is simple. Using data sent from any account processing or customer information system, you can:

- Choose from two attractive document designs (color or monochrome)
- Use our intuitive self-service portal to create personalized, targeted messaging
- Leverage an end-of-bill message area for insert information, including a full-page image that can be included with bills

- Create a single version for print and digital delivery
- Configure options to simplify implementation, maintenance, archiving and ongoing support

Make an Impact With Creative Design and Targeted Messaging

We offer best-in-class graphic design and messaging expertise, enabling you to create documents that drive readers' attention to targeted areas for maximum understanding and impact.

Speak to your customers with personalized messages at the right time in an easy-to-read format. Our flexible messaging options let you customize bills at the individual level.

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.

Engage customers across channels

1 Color and well-designed layouts help drive impact and reinforce your brand

2 Targeted messaging can change customer behavior

3 Messages and images can be dynamically personalized within the document through easy, rules-based logic



We combine your transactional content with promotional and educational marketing content to motivate desired behaviors, such as paperless bill adoption and using mobile wallet, and increase cross-sell revenue. With every bill delivered, you have your customer's focused attention.

Maintain Complete Control, Online

Our web-based client portal provides a flexible way to manage message content, view production information, review and manage special handling instructions, and even conduct audit reviews. Track your mailings and view real-time production reports whenever and wherever you work.

Reduce Operating Costs

Our production techniques can help you significantly reduce operating costs.

- Eliminate separate mailings
- Avoid preprinted inserts and forms obsolescence
- Reduce warehouse and shipping costs
- Gain efficiencies to minimize postage

Connect With Us

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



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