

Contextual Messaging

Create an Integrated Experience for Cardholders Across Devices and Channels

Deliver on the promise of simple, seamless and digital across all consumer service channels. Contextual Messaging from Fiserv enables issuers to deliver the right cardholder communication through the right channel at the right time.



Transcending Transaction Alerts

While others offer only purchase alerts, Fiserv offers issuers an end-to end digital communication strategy.

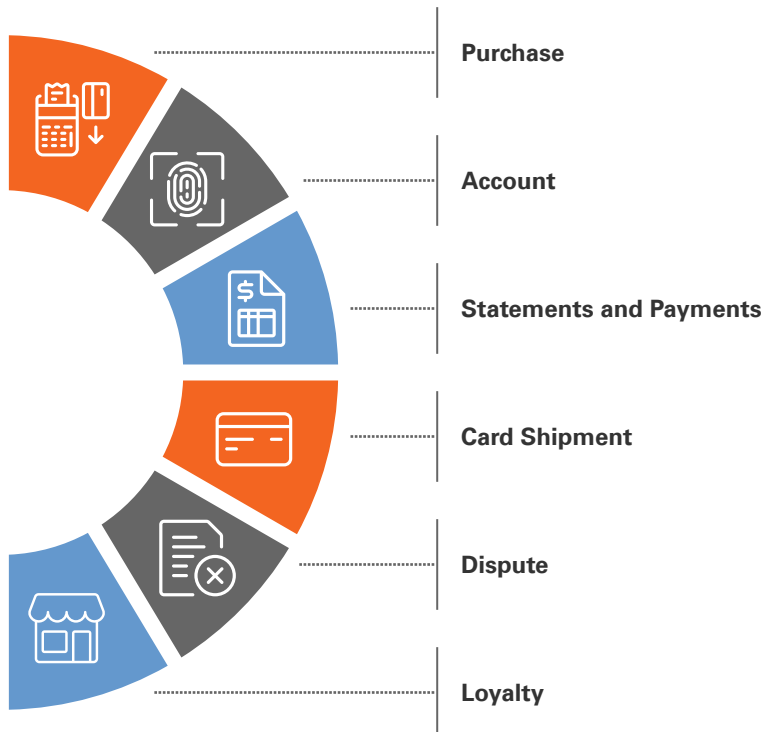
Consumers demand engagement and contextual touchpoints from the brands they know and love. This gives issuers the opportunity to win their affection and time.

It starts with:

- Ease of use
- Quality
- Value
- Transparency
- Knowing their preferences

There's never been a more important time to deploy a robust communications framework that suits cardholders' needs.

Contextual Messaging Provides an Integrated Cardholder Experience Across All Devices and Your Service and Banking Channels



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](https://www.fiserv.com) to learn more.

Enhance Cardholder Experiences

Contextual Messaging transforms the way cardholders view and interact with your brand.

- Drive cardholder engagement by providing highly relevant, real-time alerts and messages that are customized to cardholder preferences
- Give cardholders peace of mind and increase their trust in your brand by instantly informing them of activity
- Empower cardholders by allowing them to effectively manage spending through transaction- and behavior-based alerts

Deliver Integrated, API-based Messaging

Real-time, relevant alerts and notifications improve your bottom line.

- Reduce fraud losses by notifying cardholders up-front of suspicious activity to prompt action
- Increase spend by improving engagement and stickiness, while lowering inactive rates
- Reduce service burden by encouraging self-service

Flexible Integration

Fiserv offers two options for delivering contextual messages to cardholders.

- Flexible API-based integration
- A white-labeled app in the app store for cardholders to receive and manage transaction messages

Self-Drive the Experience With the mConsole Admin Portal

Control the cardholder experience and better manage contextual messaging programs.

- Agile, real-time way to test new experiences and options for cardholders
- Easy onboarding, customer support, reporting, and administration functionality



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Connect With Us

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