

Solution

Card ExpertSM

Unlock the Full Potential of Your Data – and Your Portfolio

Card Expert from Fiserv is a must-have solution that helps you easily, accessibly and readily access meaningful insights to understand your card portfolio’s performance and drive actionable results. Analyze, visualize and share up to 24 months of actionable data to execute more informed, confident business decisions.

The success of your card program depends on an integrated, big-picture view of your portfolio. Card Expert gives you direct access to a broad spectrum of data points needed to optimize portfolio performance and evolve your card offerings to meet consumer needs. By providing rich, yet concise, performance summaries, Card Expert enables you to adapt your strategies using fact-based insights.

Integrated Credit and Debit Dashboards

Card Expert compiles information and presents it in a streamlined interface, so you see all your data in one place. Gain the rapid insights needed to inform your business strategies.

- Visualize comprehensive data from multiple sources in intuitive dashboards
- Use a single platform for expansive, configurable and extractable dashboards and data
- Execute on insights that optimize the performance of your portfolios



Consumer Behavior Insights

Card Expert goes beyond portfolio-level data to provide an expansive, holistic view of consumer behavior and preferences – starting with integrated credit and debit dashboards and expanding to incorporate data from additional channels, including your ATMs, fraud and risk control system, and loyalty program. Expanded views are in development for disputes, contact center and CardHub.

Card Expert displays and compares your key debit and credit metrics to those of a peer group of your choosing. You can select asset size, card count, geographic region and institution type to compare your portfolio's performance to that of numerous peer segments.

Our dashboard galleries provide robust, interactive views of key metrics and critical trends to inform your marketing and sales strategies.



Maintain a Healthy Portfolio

Using Card Expert, you're able to define your goals, develop a data strategy and ensure the financial health of your card portfolio with dynamic views of critical analytics. Put your data at the core of operations and align it to support your organizational priorities.

- Evaluate critical growth metrics with full visibility into all portfolio data points
- Interpret year-to-date utilization and revenue projections
- Quickly analyze account balance and growth forecasts

Discover Insights Hidden in Your Data

Use the business intelligence of Card Expert to simplify complex data with easy-to-use dashboards. View aggregated key metrics within these interactive dashboards:

- **Executive Summary** – Displays key performance indicators (KPIs) and profitability analytics at a glance – see a comprehensive, holistic business view of critical portfolio trends
- **Revenue and Network Interchange** – Evaluate monthly income streams to keep a close eye on the overall health of your portfolio
- **Segmentation** – Understand segment behavior; analyze spend by usage and age demographics
- **Purchase and Spend** – Understand the impact debit and credit card usage behaviors have on revenue
- **Digital Wallet** – Analyze performance of the “pays”; view wallet volumes and transactions
- **Specialized Credit and Debit** – Review payment card dashboards for a deeper understanding of consumer behavior

Card Expert takes your reporting to the next level with detailed data visualizations, enabling you to evolve your data strategy and identify the information your key stakeholders need to be successful.

Options to Suit Your Needs

Reporting and analytics don't need to be intimidating. Two Card Expert packages streamline your data and enable analytically derived insights at every level of your organization.

Select the solution that works best to centralize, consolidate and organize your data into a single source of information.

→ Card Expert Toolkit

Card Expert Toolkit enables you to view basic dashboards and create and receive email subscriptions. Filter data by product level, view summary-level data and export dashboard images.

You can also participate in the Card Expert Community, a forum where we share insights and strategies to optimize dashboards to drive impactful results, and discuss opportunities for future enhancements.

→ Card Expert

Take Card Expert Toolkit to the next level with more detailed data visualizations using our standard package:

- Drill down to the cardholder level for detailed lists based on activation status, usage and spend activity, denials and more. Cardholder information can be used for easy target marketing to better engage with your cardholders and drive growth
- Easily export data and create data alerts to monitor important key metrics that exceed or fall below thresholds
- Answer your most pressing business questions using the Ask Card Expert feature

Leverage Payments, Data and Strategy Advisors

Portfolio advisors from Fiserv offer personalized strategic support to help you create a best-in-class card program. Your advisor acts as a trusted partner and builds on the foundation of Card Expert data to offer long-term strategic support and industry-leading insights.



Connect With Us

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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.

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