

Product



Next Multi-Channel Marketing

Deliver Targeted Product Offers and Service Messages at Every Point of Contact



With Next Multi-Channel Marketing from Fiserv, you can make every customer or member interaction an opportunity to present targeted product offers and service messages—no matter how they connect with your financial institution.

Turning Opportunities Into Sales

Next Multi-Channel Marketing turns your institution's service channels into forums for promoting products and strengthening relationships. Next Multi-Channel Marketing leverages your existing ATM, telephone, Internet, mobile and in-branch channels to deliver the right offer to the right customer or member at the right time.

When a customer or member accesses your institution's services, there is a "golden moment," regardless of the service channel, to interact with him or her. To leverage those opportunities, you can fully integrate Next Multi-Channel Marketing with your teller stations, ATMs, voice response systems and home banking platform to deliver personalized product offers and service messages. By linking to fulfillment systems such as lending, email or contact management, you can configure a unique fulfillment method for each offer.

Benefits to Your Financial Institution

Key Differentiators

Next Multi-Channel Marketing allows the coordinated and centralized targeted multichannel delivery of offers and services messages via a single administration application. And it provides instant fulfillment of those offers via multiple campaign completion options that can be real time and automated.

Improved Sales

Next Multi-Channel Marketing makes better use of sales and marketing resources by effectively using your existing electronic channels. Your institution will see improved product sales and a more efficient use of marketing dollars.

Impressive ROI

Next Multi-Channel Marketing pays for itself in almost no time. The cost of deploying Next Multi-Channel Marketing is similar to running a single traditional advertising campaign.

Stronger Relationships

Individualized messaging, such as a special note on a customer's or member's birthday, product adoption thank you or acknowledgment, consumer education, or timely service alerts, helps strengthen relationships with your financial institution.

Actionable Data

The Next Multi-Channel Marketing reporting feature tracks your sales performance statistics and individual customer or member responses. Track



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response rates by channel, location and time of day, and schedule reports for automatic delivery in your choice of six formats.

Offer Fulfillment

Next Multi-Channel Marketing allows you to configure teller stations and home banking platforms for real-time fulfillment, taking full advantage of customer or member contact opportunities. When customers or members accept your offers through an ATM or IVR channel, your staff can contact them within hours to complete offer fulfillment.

Flexible Management

Next Multi-Channel Marketing system administration and maintenance is easy, with no vendor support required. Add or remove offers at any time based on your institution's strategic objectives. Offers can be scheduled based on priority or cycled through randomly to keep marketing messages varied and fresh.

Benefits to Frontline Staff

Enhanced Competence and Confidence

Teller stations are provided with custom sales scripts and product recommendations to successfully complete order fulfillment.

Ease of Use

Seamless integration with the account processing interface makes Next Multi-Channel Marketing a powerful desktop tool for your branch staff.

Personalized Service

Your staff will appreciate the ability to better meet customer or member needs by quickly understanding what offers are "fresh" while avoiding irrelevant offers.

Benefits to Your Customers or Members

Financial Needs Met

Offers are based on each customer's or member's specific financial situation. Customers or members are satisfied with your institution for identifying and meeting their financial needs.

Elimination of Redundant, Irrelevant Offers

If your customer or member accepts or rejects a particular offer, Next Multi-Channel Marketing makes sure it's not offered again. Unqualified customers or members are not bothered with erroneous offers, and individuals can be blocked from receiving offers.

Powerful, Proven Results

Higher Response Rate

Institutions using Next Multi-Channel Marketing have seen a tenfold sales increase compared to traditional marketing campaigns, and at a fraction of the cost per lead.

Savings

Promoting money-saving services, such as electronic statements, can save your institution thousands of dollars each year.

Updated Customer or Member Profiles

Each customer's or member's personal profile can be periodically confirmed during an ATM or online banking interaction. Those with out-of-date information are prompted to link to an online form or visit the nearest branch to update their profiles.

Connect With Us

For more information about Next Multi-Channel Marketing, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.