

## Statement Advantage™

Increase Revenue, Reduce Costs and Improve Satisfaction  
With Statement Composition, Production and Delivery



With every statement delivered, you have your accountholder's focused attention. According to Irongate Digital Solutions, 95 percent of transactional documents are opened and read. InfoTrends reports that the average consumer spends up to six minutes reviewing a statement or bill. Statement Advantage from Fiserv helps you increase the power of that touchpoint by transforming your statements into dynamic marketing and educational tools that drive results and save money.

### Capture Attention With Creative Document Design

Leveraging our design and composition expertise, we'll help you create documents that drive readers' attention to targeted areas for maximum understanding and impact.

### Improve Response With Targeted Messaging

Relevant messaging triples response rates, according to a PODi study. Speak to your accountholders with targeted messages at the right time and in an easy-to-understand format. Our flexible messaging options let you customize the statement content at the accountholder level. We combine your transactional content with promotional and educational information to motivate desired behavior and increase cross-sell revenue.

### Reduce Operating Costs

Use our document design tools and production techniques to reduce operating costs. With Statement Advantage, you can:

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

### Maintain Control With Online Tools

You can manage message content, view production information, review and manage special handling instructions, even conduct audit reviews—all online using our Web-based client control tool. Track your mailings and view real-time production reports whenever and wherever you want.

### Security and Peace of Mind

Rely on our industry-leading quality and security standards for data, facilities and personnel including:

- Tier III data centers
- SSAE 16
- Visa®, MasterCard®, Discover®, American Express® certified
- PCI compliant
- TruSecure certification



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](http://fiserv.com) and [fiserv.com/speed](http://fiserv.com/speed) to learn more.

## Fully Integrated Print and Electronic Document Delivery

Fiserv is uniquely positioned to deliver both paper and electronic statements. We are experts at helping clients migrate accountholders from paper to e-delivery. And our solution can be fully integrated with online banking environments.

## A Stable and Reliable Partner

At Fiserv, we provide integrated print and electronic document delivery for thousands of financial institution clients with over two billion images created and over one billion envelopes mailed last year.

## Key Benefits

- Integrates with your Fiserv account processing platform for maximum efficiency
- Leverages the Fiserv infrastructure to deliver high quality, secure documents
- Reduces risk by keeping production files within Fiserv
- Incorporates innovative formats using best-in-class composition experience
- Lets you use statements as one component of a multichannel communications strategy including email and mobile
- Offers the convenience of a single supplier that you know and trust

Statement options include: monochrome, monochrome with color logo, full color or custom document

Promotional and educational information combined with transaction data

**First Financial Source**  
455 WINDING BROOK DR  
GLASTONBURY CT 06033-1234  
RETURN SERVICE REQUESTED

CLARK WALTER KENT  
455 WINDING BROOK DR  
GLASTONBURY CT 06033-4315

**Statement Ending 01/29/2017**  
Clark Walter Kent Page 1 of 8  
Customer Number: XXXXXX3189

**Managing Your Accounts**

- Branch Name: Downtown Main Street
- Branch Number: 123-245-7589
- Customer Service: 1-888-555-7977
- Mailing Address: 455 Winding Brook Drive, Anytown, CT 06033-1234
- Online Banking: 1stFinancialSource.us.com

**Your Life Is Mobile... So Are Your Financial Needs**

If you've got a smartphone or tablet, your life just got easier! With our Mobile Financial App you can check balances, transfer money, pay bills and much more, anytime you want, 24/7. Start using your smartphone or tablet today. **Download our free Mobile Financial App** today and enjoy a whole new world of convenience.

**Send Payments Using Poppmoney.** Use your Mobile device or Online Banking service to send payments to a friend, relative or nanny - it's as easy as sending a text message or email. Sign up at [www.1stFinancialSource.us.com](http://www.1stFinancialSource.us.com).

**Thank you for choosing First Financial Source as your One Source for Banking!**

**Summary of Accounts**

Managing your First Financial Source accounts has never been easier. You can open a new account, make changes to your existing account, and manage all activity on your account using our online banking service.

Check it out today by going to [www.1stFinancialSource.us.com](http://www.1stFinancialSource.us.com) or scan the mobile code using your smartphone.

Account Type	Account Number	Ending Balance
Interest Checking	XXXXXX3189	\$202,674.37
Certificate of Deposit	XXXXXXXX234	\$100,123.99
Loan Account	Account Number	Ending Balance
LOC Account	XXXXXX3189	\$0.00

Member FDIC

Statement Advantage™ - Sample Statement

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Innovative document design that captures attention

Personalized message content at the accountholder level

QR coding can be linked to your website or special offers

Flexible account and transaction listing options



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Statement Advantage transforms your statement into a dynamic marketing and educational tool.

## Connect With Us

For more information about Statement Advantage, call 866-963-4877 or email [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com).