

# THE RIGHT COMBINATION TO UNLOCK PORTFOLIO GROWTH



Combine the power of our Bank Referral Training with the Referral Rewards program to open up greater engagement and increase the quantity and quality of merchant solutions referrals.

## A collaborative approach

We've designed our Training and Rewards programs with the needs of your customers and your institution in mind – focused on a needs-based approach and the right incentives to build your business relationships, deposit growth, and non-interest income. With these two programs combined, a recent launch has seen an increase in banker engagement and the skill for uncovering the need for merchant solutions, resulting in:

- Actionable referrals up 37% YOY
- Closed won referrals up 19% YOY

## Driving customer loyalty and profitability

Our Referral Rewards program is a banker-incentive program built to reward the right referral behavior. Once they begin earning points, bankers will receive access to our extensive online rewards catalog. While they redeem points for a wide selection of exciting items, you'll develop deeper engagement with your customers for higher retention on top of increasing revenue.

## Marketing resources just for you

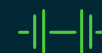
Along with these marketing programs that are at no cost to you as part of our partnership, access banker and marketing resources, industry articles and more by visiting [VantivPartnerPortal.com](http://VantivPartnerPortal.com).

## Grow with Worldpay from FIS

Meaningful revenue growth is no longer constrained by capacity and resources. We encourage you to utilize these value-added, fully-funded marketing programs for increased portfolio growth. For more information about how we can give your financial institution every advantage, please work with your Worldpay Partnership Manager.

## Training that makes an impact

You understand that a consistent and positive customer experience is critical to your success and growth. As the leader in merchant programs for banks, our Bank Referral Training program leverages digital communications and bank staff training to make referrals even easier with a customer-centric approach to increasing merchant solutions visibility, understanding, and engagement. This training helps reinforce skills to:



Empower branch employees



Increase branch participation



Promote a continuous learning culture



Optimize your program results