



Relationship Rewards

Unlock customer loyalty with
personalized incentives



Bring your loyalty strategy into harmony

Financial institutions need to deepen customer relationships with loyalty programs that synchronize and integrate all transactional activities, payment systems and financial networks.

To differentiate your institution, you need to create seamless digital experiences that recognize customers for their loyalty to your organization, not just your card. By providing targeted content, product recommendations and relationship-based offers in addition to card rewards, you can foster deeper emotional connections that drive loyalty.

Identify and incentivize customers, beyond transactions

Relationship Rewards, powered by FIS AI 360 integrates banking, processing and behavior-based data insights, for a new take on loyalty. Our solution brings clarity to complexity, unites the disconnected, and enables businesses to scale. Through ongoing assessment of customer relationships, you can determine the lifetime value of each customer and the corresponding level of benefits you should offer.

From additional points and cash back to variable APR offers, Relationship Rewards helps ensure your customers feel valued and appreciated for their loyalty, strengthening relationships and customer satisfaction across the money lifecycle.

Support digital adoption

Drive the use of digital tools by offering bonuses for actions such as mobile deposits and online banking logins, fostering a tech-savvy customer base. This helps enhance user engagement and streamline banking processes.

Key features

Personalize customer incentives

Tailor rewards based on the total customer relationship, not just transactions.

Boost customer engagement

Enhance loyalty with meaningful incentives that drive deeper connections.

Enable earn for any product, any trigger

Efficiently manage and deploy tiered incentives that increase customer lifetime value.

Key benefits

Gain deeper insights

Leverage data from various sources such as deposits, loan balances and cross-product activity to create a complete customer profile. Use these insights to tailor services that enhance customer satisfaction.

Automate reward scenarios

Set concurrent or consecutive triggers across your products to automate reward distribution based on specific customer behaviors and milestones. This helps drive customer satisfaction while enhancing loyalty to your brand.

Encourage multi-product loyalty

Incentivize customers to adopt multiple products with higher rewards rates and exclusive offers for those with diversified portfolios. Improve customer loyalty and drive increased engagement across your offerings.

Enhance financial health

Reward customers for positive financial behaviors like balance payoffs, on-time payments and savings thresholds to promote financial well-being. This encourages a culture of responsible financial habits and long-term stability.

What sets us apart?

25%

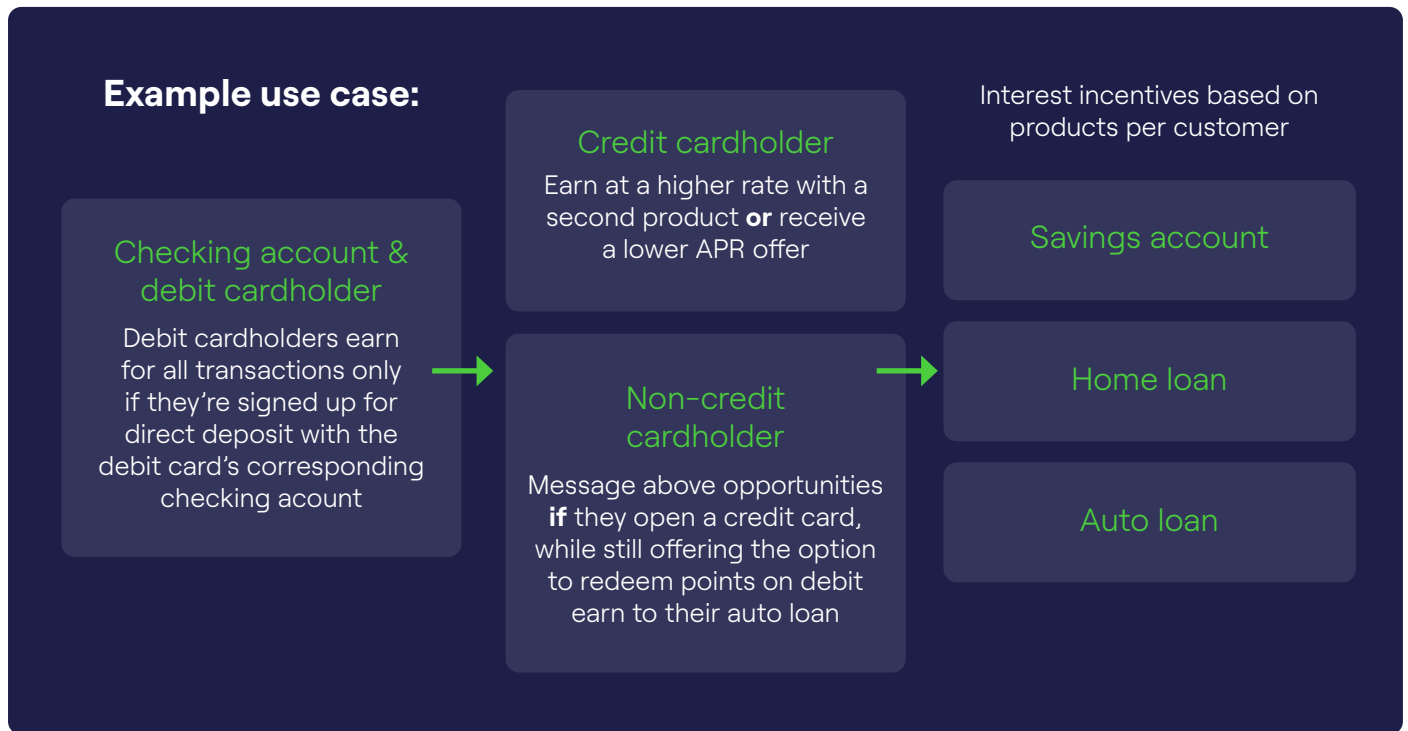
average increase in customer engagement

Finovate Award Finalist
for Best Use of AI/ML



Use cases

There are many ways to assign concurrent or consecutive triggers across products to determine your customers' rewards earnings, including the following.



Example #2: Credit customers who have logged into online banking and used mobile deposit receive a 100-point bonus.



Example #3: Consumer credit customers who open a new mortgage or equity loan and enroll in autopay will receive a \$500 bonus.



Advancing customer relationships: Case Study Highlight

Since launching Relationship Rewards, powered by FIS AI 360, with its checking product suite, First Horizon Bank has seen increases in checking product growth and average customer balances, as well as increased relationship depth for customers in its new product set.

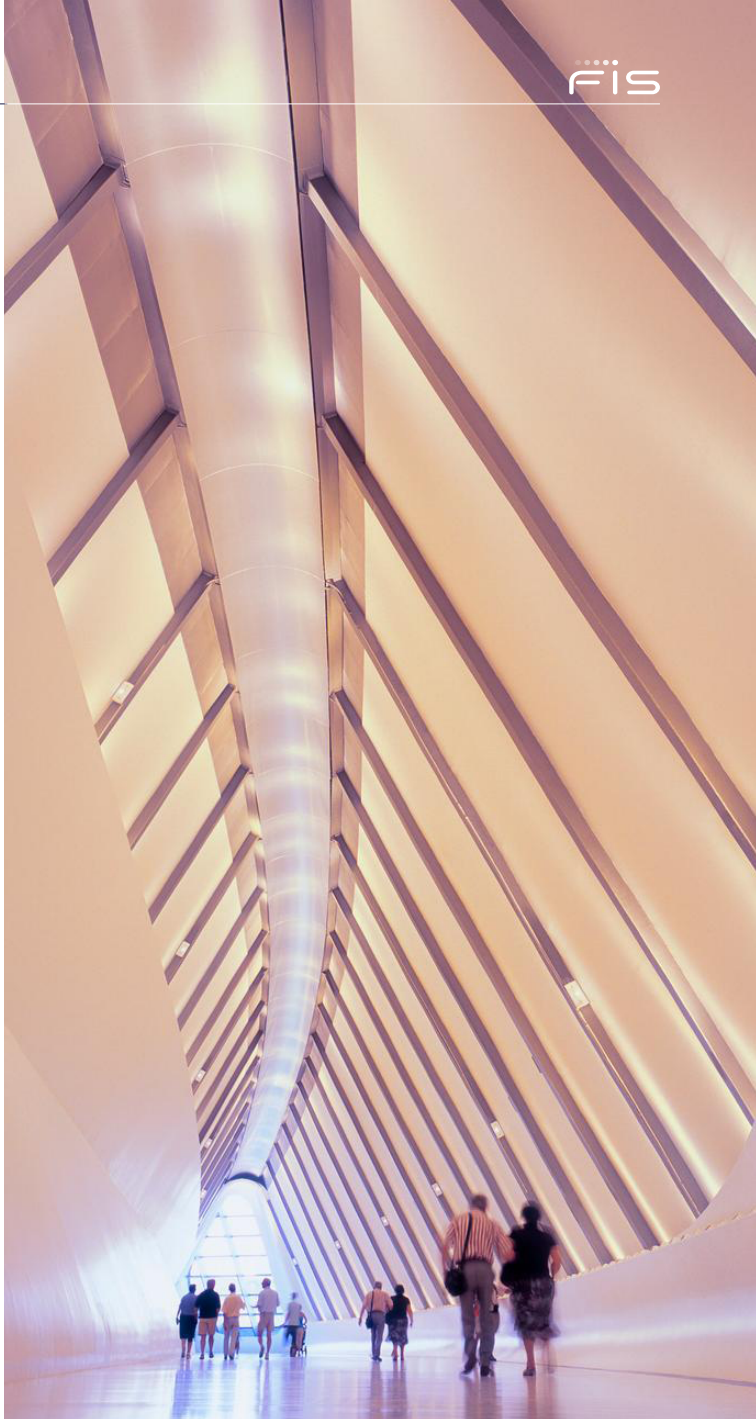
“FIS implicitly understood our vision for customer engagement. This vision alignment confirmed that FIS was the right partner to develop our relationship rewards platform.”

- Tyler Craft, SVP, First Horizon Bank

Unlock the full potential of your customer relationships

Unlock the full potential of your customer relationships with **Relationship Rewards, powered by FIS AI 360**. Transform your loyalty strategy with this powerful, comprehensive solution and see tangible results. Contact us today to get started and experience the future of customer engagement.

FIND YOUR UNLOCK



FIS loyalty solutions for rewarding customer experiences.
Our **technology** powers the global economy across the money lifecycle.



Money at rest

Unlock seamless integration and human-centric digital experiences while ensuring efficiency, stability, and compliance as your business grows.



Money in motion

Unlock liquidity and flow of funds by synchronizing transactions, payment systems, and financial networks without compromising speed or security.



Money at work

Unlock a cohesive financial ecosystem and insights for strategic decisions to expand operations while optimizing performance.