



Best-in-class customer communications

---

# TOUCH CX: THE FIS CCM SOLUTION STACK



# TODAY'S CUSTOMERS ARE MORE COMPLEX THAN EVER

Their needs, interactions and concerns are more varied than any other time in the industry, and they're expecting your service to exceed their expectations.

When it comes to communication, let's face it, customer preference is key. At times those preferences can be quite complex, with consumers favoring email for some interactions, chat for others and sometimes even a physical document.

Building relationships with your customers through effective communication is critical to driving loyalty and creating upsell opportunities. But with such diverse needs and preferences among your customer base, maintaining clear, consistent and effective customer communications across every touchpoint can be a frustrating, disjointed experience – for customers and your organization.

## Meet the needs of the evolving customer

Fueled by AI data assets, the right solution should provide a centralized, cost-effective way to manage all customer communications. This helps ensure a consistent brand voice and a frictionless customer experience across all interactions. That's where the FIS® customer communication management (CCM) stack, Touch-CX™, with its holistic, one-view approach to customer communications, can help.

Touch-CX is a stack of solutions that allows you to build the CCM experience you require, at your pace, with a host of solutions to meet your needs. Touch-CX brings all the touchpoints between you and your customers into one centralized experience, allowing you to provide consistency across all communications, real-time or batch, regardless of delivery channel. There are no heavy lifts to make. Instead, FIS architects assist you in building your perfect CCM environment using one or more solutions from the stack, based on your unique needs. And what makes this even easier is the fact that Touch-CX can integrate seamlessly across all existing products and solutions.

## Your centralized CCM hub

Touch-CX brings together multiple parts of your organization's communication needs and empowers you to fully engage your customers across every channel, enhancing their experience and building loyalty for your institution.



### A centralized and cost-effective solution

Get the flexibility to send communications:

- In real-time or batch
- Across multiple channels

You can build your CCM environment at your pace.

# A UNIFIED CCM STACK LETS YOU:

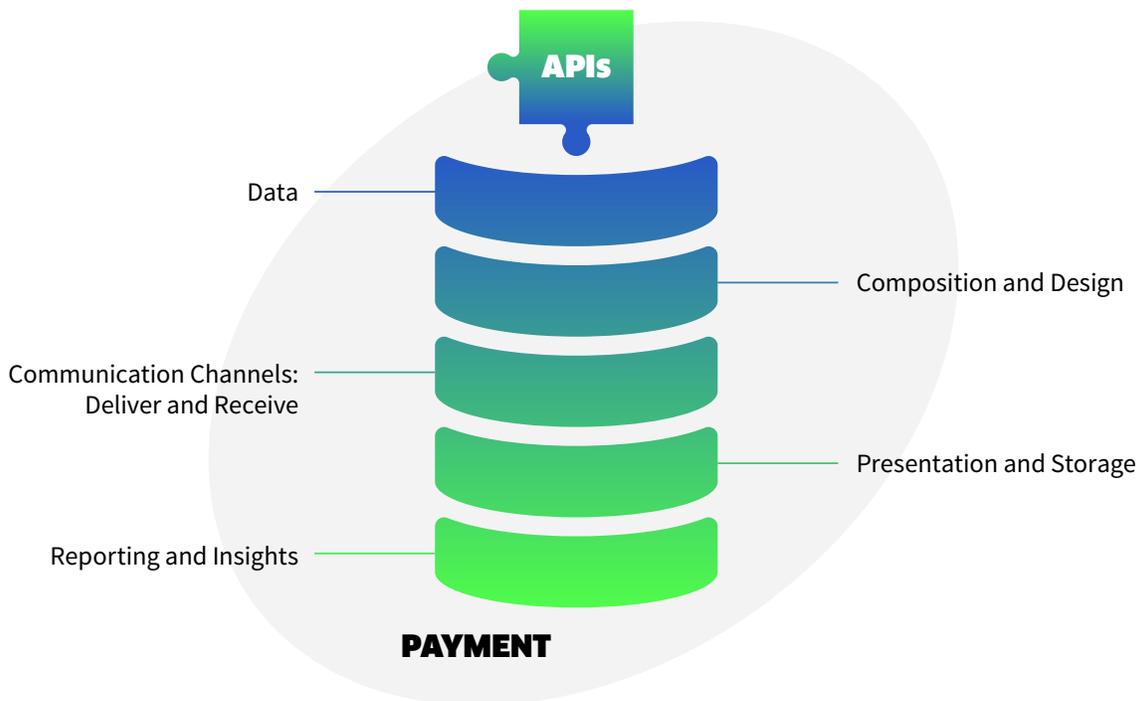
- Provide a seamless customer experience, unifying content across multiple systems through our APIs and data-integration tools
- Leverage intuitive tools to create customized communications
- Review, approve and control all content with customization capabilities, audit trails, usage tracking, compliance and reporting
- Take advantage of quicker change management
- Deliver the right message at the right time through the right channel to your customer, with messages personalized to the specific interaction
- Utilize data assets and propensity models to enrich your communications and drive a personalized, contextual customer experience
- Build and strengthen customer relationships to gain loyalty and grow your business



**Deliver a superior experience to your customers**

Touch-CX is pre-integrated for you, so your organization can enjoy a customized, single CCM stack of solutions regardless of the customer data platform you use. Offering standard data and templates to yield faster implementation, Touch-CX enriches your data to drive more personalized, contextual content and create more satisfied customers.

## TOUCH-CX: THE FIS CCM SOLUTION STACK



# CREATE AN EXPERIENCE WITH YOUR CUSTOMER THAT DRIVES ACTION, USAGE AND LOYALTY.

Ask how you can consistently deliver a personalized CX by leveraging the power and breadth of Touch-CX and other great products from FIS.

## About FIS

FIS is a leading provider of technology solutions for financial institutions and businesses of all sizes and across any industry globally. We enable the movement of commerce by unlocking the financial technology that powers the world's economy. Our employees are dedicated to advancing the way the world pays, banks and invests through our trusted innovation, absolute performance and flexible architecture. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS ranks #241 on the 2021 Fortune 500 and is a member of Standard & Poor's 500® Index.



[www.fisglobal.com](http://www.fisglobal.com)



[twitter.com/fisglobal](https://twitter.com/fisglobal)



[getinfo@fisglobal.com](mailto:getinfo@fisglobal.com)



[linkedin.com/company/fis](https://linkedin.com/company/fis)



Scan QR code to learn more about Touch-CX.

