FIS

TOUCH-CX™

Delivering a unified customer experience

LEVERAGE YOUR DATA FOR A CONSISTENT CUSTOMER EXPERIENCE (CX)

To remain relevant in a digital world, your organization must continuously modify your interactions with customers. More than ever, you need to focus on delivering a frictionless CX supported by relevant data. Today's tech-savvy consumers are multi-channel, multi-device users and when they interact with their financial institutions, insurance carriers or utility providers, they expect brand consistency and uniform customer service at every touch point.

Customer communications management (CCM) platforms are quickly evolving to a centralized enterprise model. The move to centralization has been complex, cumbersome and costly, with solutions that include multiple software tools controlled by disconnected and siloed business units. Without enterprise-level visibility into customer communications, financial institutions have less control over the brand voice and personas they have worked hard to establish, and customers have inconsistent experiences.

Now, FIS Touch-CX™ makes it easier and more cost-effective for you to manage all communications with one centralized platform and without the need to invest in multiple disjointed systems and processes to satisfy the demands of your customers.

ELEVATE AND ACCELERATE YOUR DIGITAL TRANSFORMATION WITH TOUCH-CX

Touch-CX will help you accelerate your organization's digital transformation. At its core, it is a centralized, enterprise-based software as a service (Saas) and platform as a service (PaaS) offering that provides consistency across all communications, real-time or batch, regardless of the delivery channel. Touch-CX is a flexible solution built from micro-services and pluggable components that integrate with your record system and other CCM components. In addition, Touch-CX is a fully hosted managed service that includes options for on-premise licensing of certain components.

> *A great CX fully engages the customer at every channel and includes individual communication. Comprehensive CCM solutions enhance customer experiences through tools like unified templates, consistent communication interfaces, automated communication personalization, rules-driven content and real-time, on-demand APIs that interact with core and other systems such as CRM, call center or knowledge platforms.*

HOW FIS TOUCH-CX BENEFITS YOUR INSTITUTION

Customer experience – Our full-spectrum, omnichannel communications deliver the right message at the right time, personalized to the specific interaction powered by data analytics.

Operational efficiency – Enables you to perform content changes in real-time in a matter of minutes.

Centralized governance and control – Single source for all customer communication content and activity with versioning, audit trails, usage tracking, compliance and reporting, review and approval.

Full lifecycle services – FIS will assist you in the planning, sourcing, implementation and evolution of your customer communications needs.

Multi-system integration – Our API and data-integration tools aggregate content from multiple systems to provide a seamless customer experience.

The bar is set high relative to consumer expectations thanks to the mega tech giants such as Uber, Amazon, Apple, Google and Facebook. Where do you stack up?

TOUCH-CX™

FIS TOUCH-CX™ NATIVELY SUPPORTS FIS CORES FOR BANKING, PAYMENTS, CORPORATE MARKETS, INSURANCE AND AUTO FINANCE

It provides standard data and templates to yield faster implementations. Pre-integration is done for you, and you enjoy a single CCM ecosystem regardless of the core data processing platform you use, whether FIS or third-party. Touch-CX enriches core data to drive more personalized contextual content.
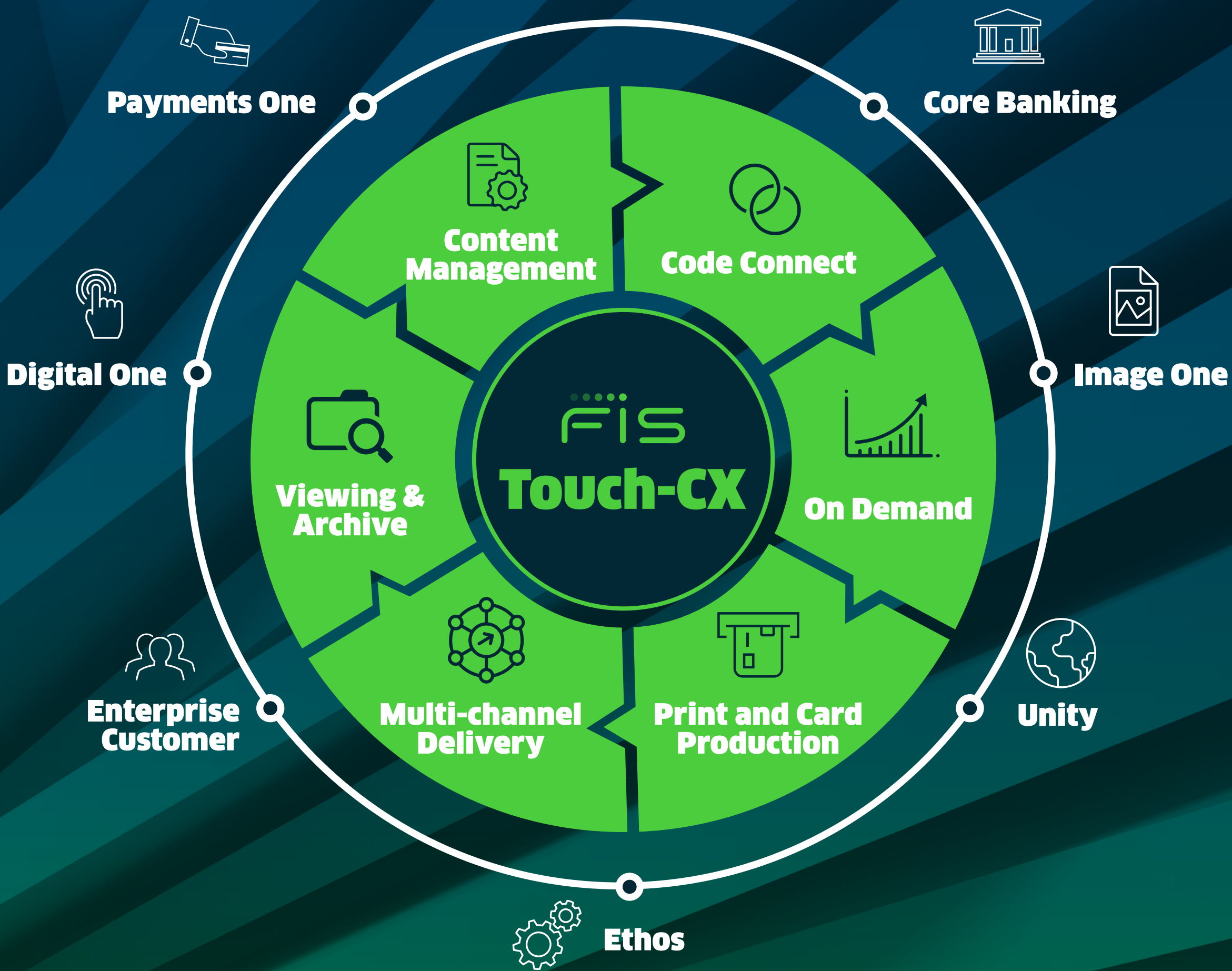
TOUCH-CX AND THE COMPREHENSIVE FIS SUITE OF PRODUCTS

200+ Products and services across 25+ lines of business

- Account Opening
- ACH
- ATM
- Authentication
- Back Office
- Bill Pay
- Card Production
- Card Fraud

- Core Processing
- Corporate Treasury
- Debit & Credit Card Solutions
- Decision Solutions
- Digital Banking
- Digital Payments
- Dispute Management

- eCommerce
- Ethos Data Solutions
- Fraud, Risk, Compliance
- Government/EBT
- Image and Output
- Lending
- Loyalty
- Merchant Acquiring

- Network (NYCE, AFFN)
- Online Banking
- P2P Payments
- Prepaid
- Wealth Management

FIS

A PLATFORM THAT IS PRE-INTEGRATED WITH FIS CORES, PLATFORMS AND SOLUTIONS

The FIS Touch-CX platform integrates seamlessly across an array of FIS solutions like payments, fraud, credit, debit and others. If you are using products other than ours, we offer open APIs and connectors to support integration. With Touch-CX, FIS manages the design, creation, governance, delivery, storage, tracking and retrieval of outbound and inbound communication or conversations between you and your customers.

Payments One
Core Banking
Digital One
Image One

Content Management
Code Connect

FIS Touch-CX

Viewing & Archive
On Demand

Enterprise Customer

Multi-channel Delivery
Print and Card Production

Ethos
Unity

TOUCH-CX KEY FEATURES

Enterprise content management – Web-based portal for managing all digital content including disclosures, messaging, inserts, card carrier personalization, logos and more.

Data management & analytics – Normalization, data quality, standardization, transformations and knowledge systems delivering key life indicators supporting data enrichment.

Preference management – Digital consent record keeping, channel preference management including SMS opt-in/out, standard online banking interface with FIS Digital One or your online banking portal; captures digital consent and channel delivery preferences across all document types.

Compliance and governance – FIS out-of-the-box compliant templates, content versioning, role-based approval levels and built-in tracking of content changes with audit trails.

On demand – Web-based portal provides 1-to-1 or 1-to-many communications; integrates with CRM, call center, FIS or non-FIS cores. Supports upload of a targeted customer list for 1-to-many. Call center reps can build communications from a standard set of letter templates or from scratch.

Omni-channel preparation and delivery – Supports creation of PDF, HTML5, text, native FIS Digital One Online Banking, FIS ImageOne® check item integration. Other supported channels include the archive of choice, (FIS or non-FIS), fax, email, social, online banking, SMS, print, consumer portals, Internet of Things (IOT) – Amazon, Google.

Rich API library – Store all sent communications with flexible retention policies. The solution supports local FIS or external archives. Touch-CX acts as a hub for access to multiple archives based on rules, document types and compliance.

Archiving - All as-sent communications can be stored with flexible retention policies. The solution supports local FIS or external archives with open REST based APIs for integration.

Physical tracking - Job and communication-level tracking including as-sent documents through any channel. Carrier tracking including IMB and tracking numbers from FedEx, UPS and others. Reporting on all key activity through every workflow process.

Digital tracking and dashboard reporting- Like physical delivery and tracking, Touch-CX will deliver content to the appropriate channels and track the status of the deliveries and all your customers touch points.

SUPPORTED COMMUNICATION TOUCH POINTS

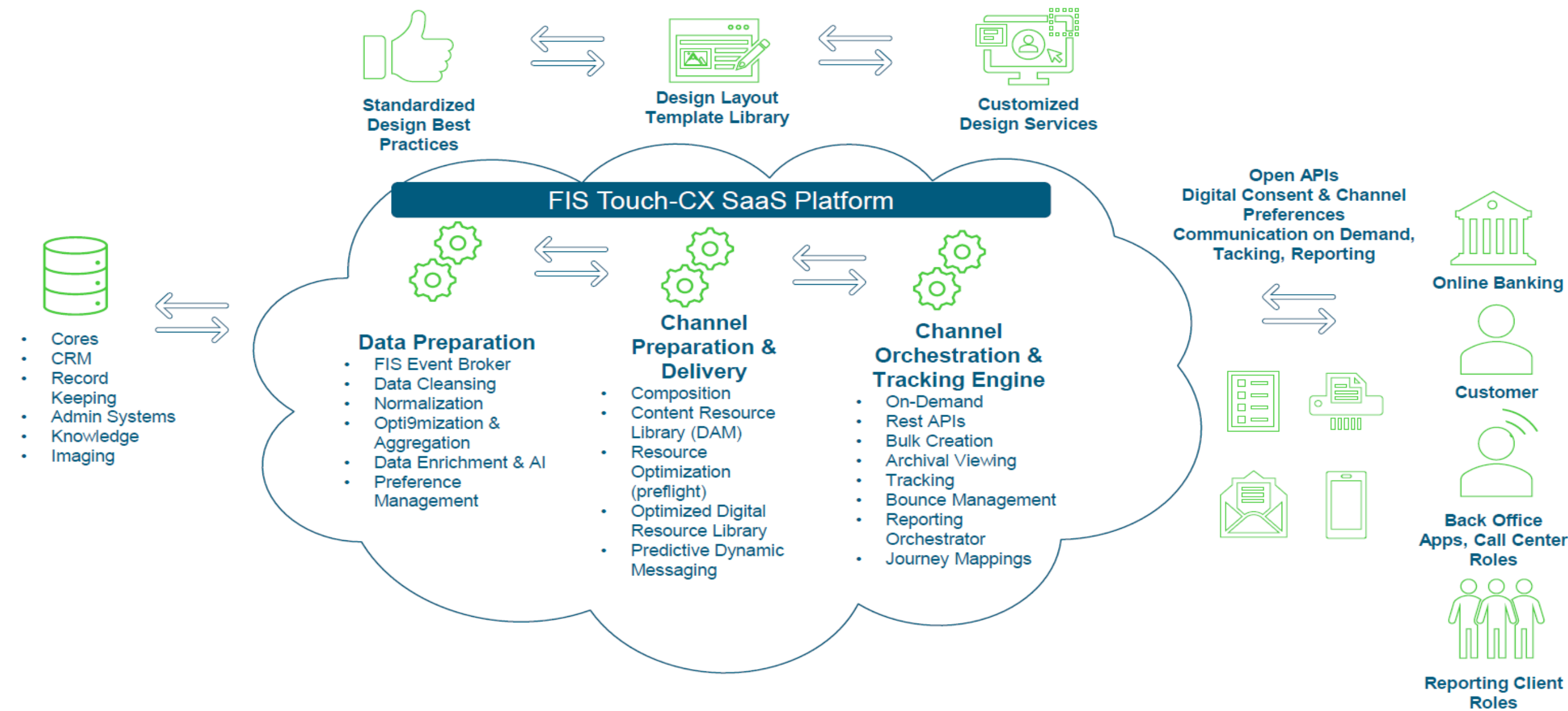A comprehensive omnichannel communication solution will enhance customer experiences through unified templates, consistent interfaces, automated document personalization, rules-driven content and real-time, on-demand messaging.

Statements/Bills

Mobile

Alerts and Notices

Web

Multimedia

Email

SMS/MMS

Batch Communications

FIS

Print

On-demand Communications

Fax

List based one-to-many communications

IVR

TOUCH-CX™

Using rich data to know your customers better along with timely consistent touchpoints will fuel a meaningful customer experience. FIS Touch-CX helps you complete the customer experience.

TOUCH-CX

Every touch point to your customers represents an opportunity to strengthen your relationship with them!

FIS Touch-CX SaaS Platform

Standardized Design Best Practices

Design Layout Template Library

Customized Design Services

Data Preparation
- FIS Event Broker
- Data Cleansing
- Normalization
- Opti9mization & Aggregation
- Data Enrichment & AI
- Preference Management

Channel Preparation & Delivery
- Composition
- Content Resource Library (DAM)
- Resource Optimization (preflight)
- Optimized Digital Resource Library
- Predictive Dynamic Messaging

Channel Orchestration & Tracking Engine
- On-Demand
- Rest APIs
- Bulk Creation
- Archival Viewing
- Tracking
- Bounce Management
- Reporting Orchestrator
- Journey Mappings

- Cores
- CRM
- Record Keeping
- Admin Systems
- Knowledge
- Imaging

Open APIs
Digital Consent & Channel Preferences
Communication on Demand, Tacking, Reporting

Online Banking

Customer

Back Office Apps, Call Center Roles

Reporting Client Roles

Create an experience with your customer that drives action, usage and loyalty.

Complete the experience by delivering relevant and consistent data to your customers.

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

9

About FIS

FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our more than 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. 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 is a Fortune 500® company and is a member of Standard & Poor's 500® Index.

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