



Revolutionizing Loyalty:

# PAY WITH POINTS

Get a more rewarding experience  
with FIS® Premium Payback



# Revolutionizing Loyalty

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From big brand retailers to Main Street merchants, everyone's looking to capitalize on consumer loyalty. It's a congested and ever-changing market to be sure, and it's only made consumers that much more selective.

With increased options for acquiring, accumulating and applying their loyalty rewards points, consumer expectations have similarly grown, but they can also vary significantly.





## Cardholders are looking for rewards

Accruing loyalty points is now one of the most motivating reasons cardholders choose any particular card. Of course, being able to use those points in a preferred way is also a major factor. Currently, there's a growing consumer demand for cash rewards and equivalents such as gift cards or "points as currency" – more popular now than even travel points.



Given the choice, research shows that more cardholders engage programs that offer rewards tailored to their interests – a **47% higher engagement rate** according to the 2020 Bond Loyalty Report. Additionally, members who receive relevant offers are eight times more likely to go out of their way to use them.

## Everyday purchases are key

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While some cardholders may elect to amass points for a single large disbursement, many would rather use them as small discounts toward everyday purchases. Blackhawk Network found that most consumers choose to redeem rewards well before they reach the \$100 mark. Buying groceries, stopping for gas or shopping online, consumers appreciate the immediate kickback of using their earned points as a quick and convenient reward for making practical transactions.





These gratifying **rewards** can make even their most common purchases a surprising and **satisfying experience**.



## How are you differentiating your loyalty strategy?

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When it comes to your financial institution's loyalty strategy, what are you doing to differentiate your offering while providing the kind of rewards your cardholders have come to expect? Set yourself apart from the competition and move your card to the forefront of cardholders' minds by bringing them closer to their earned loyalty points and making it easier to use those points whenever and on whatever they choose. It's a simple solution with FIS' Premium Payback and Premium Payback<sup>SMS</sup>.

Fast, convenient and always accessible, our Premium Payback solutions give cardholders the choice to instantly redeem points at the POS checkout, via email or by SMS message when making a qualifying purchase. They'll see immediate rewards, increasing their perceived buying power. You'll gain a higher share of your cardholders' wallets and reduce your loyalty program costs.

It's all included in **FIS Premium Payback** and **Premium Payback<sup>SMS</sup>** – and it's all right here. Let's take a closer look.

# REAL-TIME REWARDS



# PREMIUM PAYBACK

Premium Payback™ disrupts the traditional loyalty landscape, creating a new type of currency. Cardholders can redeem points for real-time discounts through the redemption network. Real-time redemption delivers surprise and satisfaction for the consumer, instilling a greater value than that of traditional redemptions.

FIS technology links the cardholder's loyalty points back to their payment card, enabling redemptions for discounts at network merchants. At checkout, the consumer is prompted to redeem the offer at the POS terminal. The offer is applied in real-time, creating instant gratification for the consumer.

# How does it work?

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## 1. Shop:

Premium Payback allows cardholders to shop at network merchants, which includes national merchants, online commerce and fuel stations.



## 2. Pay:

Cardholders are pleasantly surprised at the checkout POS when given the choice to redeem points on the purchase in real-time.



## 3. Accept:

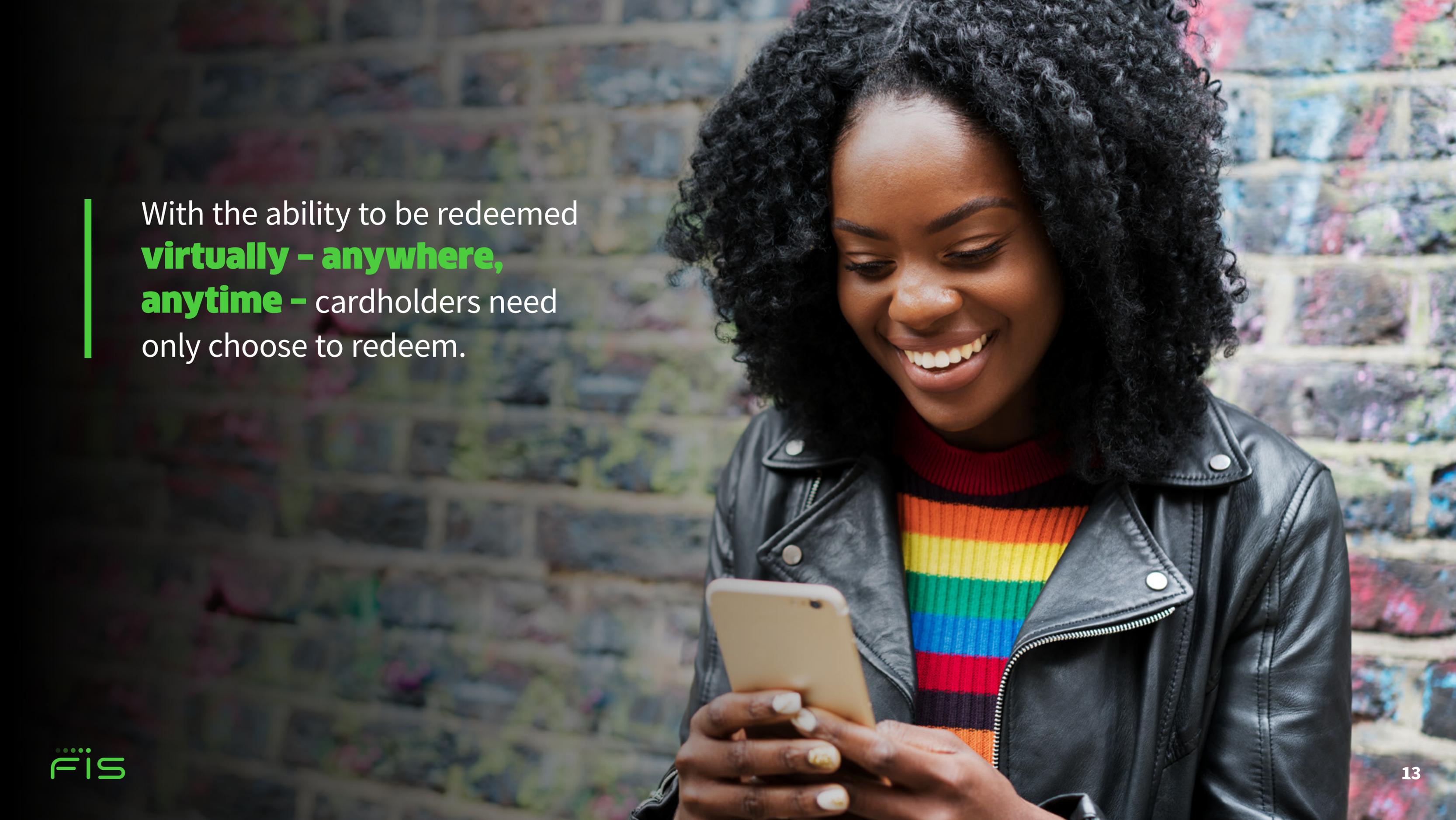
A frictionless experience allows cardholders to complete a typical transaction process while saving at the time of purchase.

# PREMIUM PAYBACK<sup>SMS</sup>

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Your cardholder uses their Premium Payback-enabled credit or debit card to pay for an in-store or online purchase. Premium Payback<sup>SMS</sup> automatically evaluates the best offer for the cardholder based on the purchase amount and the number of Visa<sup>®</sup> cardholder points in their account. If qualified, the cardholder receives a text or email message offering to apply a set amount of loyalty points for a dollar amount off the most recent transaction.





With the ability to be redeemed  
**virtually - anywhere,**  
**anytime** - cardholders need  
only choose to redeem.

# **BENEFITS ABOUND**



## Cardholder benefits

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Ideal for essential daily purchases, Premium Payback gives cardholders the flexibility and convenience of rewards. Paying with points to receive a discount on the current transaction makes Premium Payback a rewarding experience – the immediate return is instant gratification on every qualifying transaction.

A woman with long dark hair, wearing a light-colored shawl with a colorful pattern of leaves or ovals, is looking down at a display in a grocery store. The background is blurred, showing other shoppers and store lighting. The text is overlaid on the left side of the image.

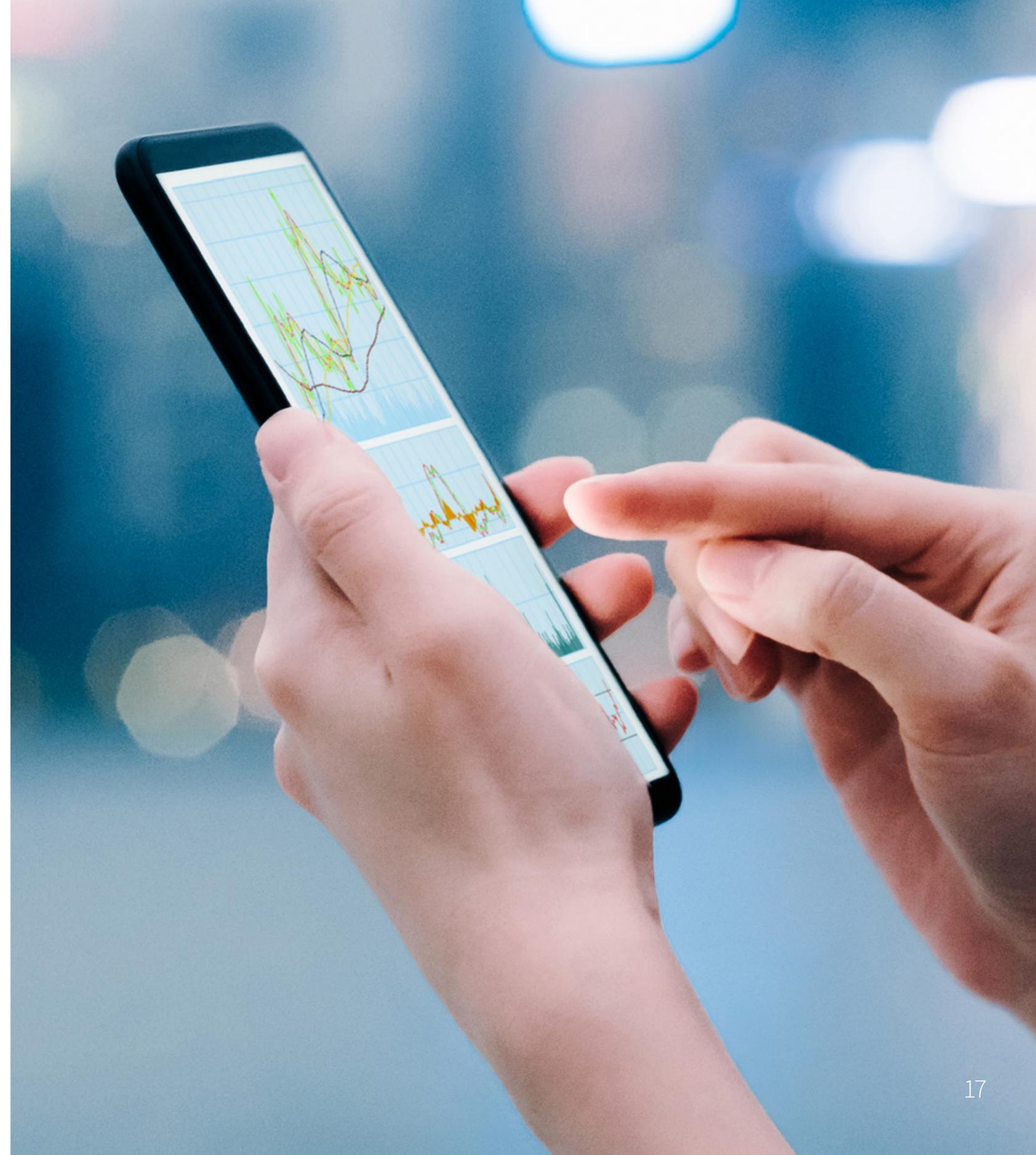
We found that **consumers** are consistently willing to **redeem** about **40%** of their available points when given the option to **apply real-time rewards**.

## Financial institution benefits

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As more and more crossover competitors maneuver for greater market share, giving consumers the power to use their earned points for any applicable purchase can help your card program rise above the rest. With growing customer satisfaction and loyalty, consumers are more likely to keep reaching for your card.

An extension of your brand, a Premium Payback-enabled card ties all point redemption directly back to your institution. With immediately accessible rewards, this point redemption solution motivates card usage, helping strengthen the cardholder relationship. Without the wait time for point accumulation, your cardholders are incentivized to use points as they accrue, reducing your liability for holding unredeemed loyalty points.





**Our cardholder spend data indicates that issuers who enable Premium Payback experience:**

- Greater card usage and wallet share
- Decline in average cost per point redeemed
- Increase in average annual profit per cardholder
- Less liability for unredeemed points

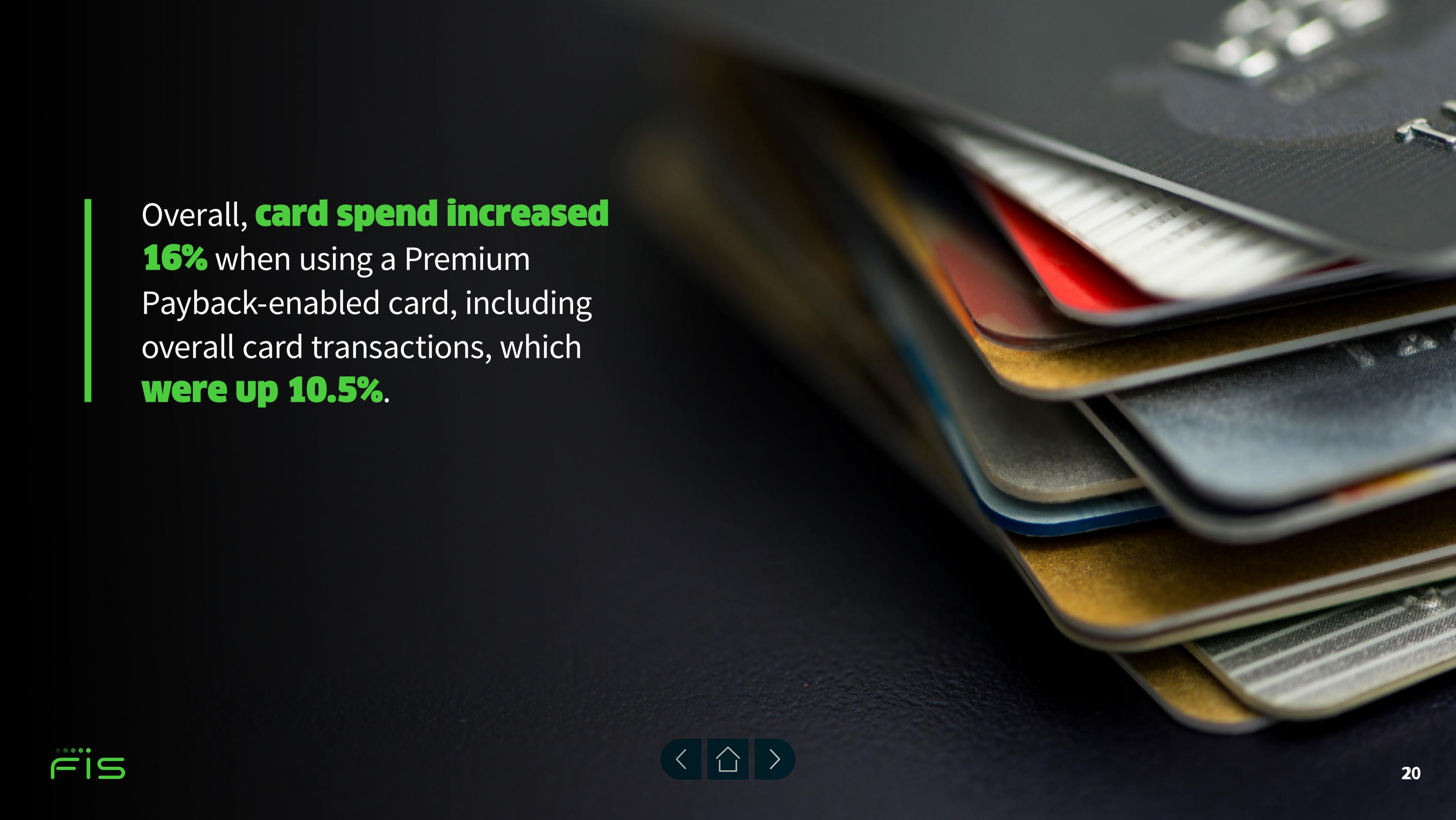


## Merchant benefits

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We also discovered that in addition to point usage, applying real-time rewards also drives card spend. An advantage for merchants, Premium Payback motivates consumers to spend, spend more and spend more frequently.

Providing a similar upsell to that of gift cards, point redemption requires even less from retailers while putting a fast, convenient checkout experience in the hands of the customer. Additionally, Premium Payback also helps reduce those irritating interchange fees.



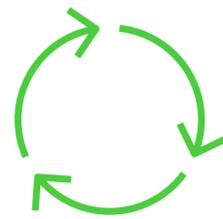
Overall, **card spend increased 16%** when using a Premium Payback-enabled card, including overall card transactions, which **were up 10.5%**.

# **LOYALTY ON ANOTHER LEVEL**

# FIS Premium Payback

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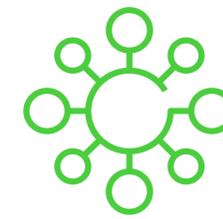
Ready for a more rewarding loyalty program? Using Premium Payback, you can integrate your institution's strategy seamlessly into your cardholders' regular routines and meet their expectations for quick and easy reward redemption. With more than 25 years of expertise operating card marketing and loyalty rewards programs – over 3,000 loyalty-specific clients and powering more than 6,800 individual loyalty programs – our innovative solutions and strategic guidance can help you better engage customers throughout the buying cycle, creating longer and more rewarding relationships.



**25** + years  
of expertise



**3,000** loyalty-  
specific clients



**6,800** + individual  
loyalty programs

To learn more about Premium Payback, visit [fisglobal.com](https://www.fisglobal.com)

## 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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