



A Q&A guide

# Driving a new era of value creation across payments

Unlock dynamic payment logic that turns  
checkout into a strategic advantage

Searching and shopping need never be the same again. As digital innovations create new possibilities for financial services and commerce, a unique blend of payment technologies has the potential to unlock more value from every purchase transaction.

FIS® Global Head of Payment Networks, David Keenan, explains where and how the magic happens – and the potential benefits for card issuers, retailers and brands alike.



**David Keenan**  
Global Head of  
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#### **Q: Why does the payments ecosystem need to change?**

**A:** Consumers today demand more from their payment experiences. As well as expecting to buy goods and services quickly and safely, they presume that the digital economy will help them get maximum value for their purchase choices: not only where they buy, but also what they buy and when they buy it.

So, payment networks that connect buyers and sellers must work harder than ever to attract search and shopping transactions. Buyers want personalized promotions and rewards that suit their lifestyles and integrate effortlessly with their daily lives. Sellers want more sales at less cost.

Now, advancements in technology are making it possible to meet the needs of both buyers and sellers by reimagining how they connect and exchange value.

Historically, purchase transactions have offered limited utility beyond basic details like time and location. They've done little to improve the search or shopping experience. What's been missing is insight into the actual items purchased — whether it's a gallon of gas or a gallon of milk, that level of detail has been excluded from the data exchange.

But that's changing. Optimized insight into the shopping basket is a win-win across the payments ecosystem. It enables buyers and sellers to extract more value from each purchase — while unlocking new opportunities for brands and financial institutions to personalize, differentiate and grow.

The data is there. It's time to unlock it.

#### **Q: How exactly can technology help reimagine the payments ecosystem?**

**A:** At FIS, we believe that the technology already exists to transform the world of consumer payments. By integrating payments gateway, loyalty and filtered spend solutions, it will be possible to deliver a superior, differentiated network offering.

This won't simply be a matter of rebranding current capabilities. Our vision is to create a whole new ecosystem that redefines the search and shopping experience by integrating basket intelligence.

**Q: Why is integrated basket intelligence so important?**

**A:** Integrated basket intelligence will enable all participants in the search and shopping experience to unlock value from each part of the purchase – when, where and what is being bought.

When this information is available, it will help customers reward those sellers and agents who create the best return on their choices. And leading payment networks will be able to establish the trusted environment for enhanced transactions.

The possibilities for improving the consumer experience are endless. Imagine, for example, being able to recommend complementary or discounted products in real time, in-aisle or at the checkout. Or allowing customers to automatically pay for items from their FSA or HSA account, while funding others with stablecoin payments or BNPL – all while accruing loyalty points from their favorite retailer.

Above all, use of basket intelligence adds a new dimension to the traditional payments ecosystem. By giving unprecedented insight into individual consumer preferences, it enables highly intelligent marketing and loyalty programs. And with basket-level scoring, card issuers and retailers can more easily reduce the risk of fraud.

**Q: How will integrated basket intelligence benefit financial institutions, sellers and brands?**

**A:** The bottom line is that a reimagined payments ecosystem will help participants drive growth and revenue for their organization.

For card-issuing financial institutions, it means getting the intelligence they need to differentiate their card and reward programs, encourage greater card usage – and, at the same time, monitor for suspicious or atypical purchases that indicate fraud.

And for sellers, merchants or retailers, there's the opportunity to increase purchases, basket sizes and loyalty to drive a higher lifetime customer value. Plus, there's greater potential to improve efficiency and cut the cost of acceptance for payments, too.

Delivery of itemized basket data will also help consumer packaged goods (CPGs) and brands better target their products through precision marketing and real-time couponing. With a deeper understanding of their end customers, brands can considerably improve their return on investment in marketing through pay-for-performance models that drive sales.





**Q: Where do we go from here?**

**A:** We've discovered a unique opportunity to create value for merchants, issuers, CPGs and more. Technology can unlock the opportunities presented by data-driven insights and the chance for sellers and brands to be the top-of-mind choice for buyers.

Transform the payments ecosystem with FIS. Contact us at [fisglobal.com/contact-us](https://fisglobal.com/contact-us) to learn how we can help you not only gain valuable, intelligent insight into customers but also modernize, optimize and integrate your whole card payment operation.

**Money at rest Money in motion Money at work™**

FIS card payment solutions create seamless digital 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.



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