

# AI360

**REWARD YOUR ACCOUNT HOLDERS FOR THEIR ENTIRE RELATIONSHIP WITH YOUR INSTITUTION**

Isn't it time to implement a loyalty strategy that encourages product growth across your entire product suite that you offer?

Change the game of loyalty and disrupt the traditional "spend and get" dynamic to enhance the account holder relationship with AI 360.



## What is AI 360?

AI 360 is an account-based, loyalty-centric framework that rewards account holders for the total value of their relationship with your financial institution on a per-account and cumulative value basis.

The more products, activity and higher balances the account holder has with a financial institution, the more benefits he/she will earn as a result. Essentially, the deeper the relationship, the richer the benefits.



## How it works

- 1** After consultative design of loyalty that drives your institution's goals
- 2** Simply redirect the existing file that feeds to FIS
- 3** FIS runs those files through our extendable rules engine and then returns those daily files containing earned rewards, consumer opportunities, and data accuracy



## AI 360's extendable rules engine

The AI 360's extendable rules engine provides the power to create or modify in real time as the market demands and strategy refines for your financial institution.

Utilize your data from all parts of your financial institution:

- Geographic locations of account holders and the branch locations
- Deposits or payments made, loan balances and account terms
- Cross-product activity and relationship levels



## Instead of focusing on rewards, focus on rewarding

Relationships are automatically evaluated on an ongoing basis to determine the value and appropriate level of benefits:

- Fee waivers
- Discounts
- Higher interest on deposit accounts
- Financial credit
- Lower interest rates on loans
- Interest bonuses on deposit accounts
- Cashback



## Key Benefits

- Provides the ability to automate and integrate rewards across all accounts spanning your entire product suite
- Leverages custom data analytics and revenue growth plans
- Creates personalized promotions that target specific customer and product segments
- Offers product and service benefits that are differentiated and values the overall relationship

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**DATA THAT REWARDS YOUR RELATIONSHIPS**

Contact us today by visiting [fisglobal.com](https://www.fisglobal.com) or emailing [getinfo@fisglobal.com](mailto:getinfo@fisglobal.com)