FIS

ENGAGEMENT PLATFORM

Let's Reimagine Better Data

AT A GLANCE

The FIS© Engagement Platform is a real-time custom data platform (CDP) with a suite of capabilities. Advance your business from simply capturing customer data to driving intelligent customer engagements throughout the customer lifecycle and across all touchpoints.

TURN DATA INTO INSIGHTS

Gain a better understanding of your customers' needs and preferences with advanced analytics such as scoring. The suite centralizes data from all sources (digital, transactional, CRM, third party) into a real-time, sophisticated customer view.

ENGAGE IN REAL-TIME

Automatically react in real-time to changing customer behaviors with context, channel and journey-driven offers and communications. Continuously score and select the most relevant experiences for maximum targeting precision.

SELF SERVICE ANALYTICS & AI

Discover, analyze and predict emerging opportunities in your data with AI-powered audiences for automating relevant experience selection and delivery.

EMPOWER YOUR MARKETING STRATEGY

Master customer experience at scale by understanding and successfully engaging with your customers through a point-and-click interface built for marketers.

A SINGLE PLATFORM TO UNIFY CUSTOMER INTELLIGENCE AND ENGAGE IN REAL-TIME

The FIS Engagement Platform experts leverage extensive industry experience, proprietary analytics, and our intelligent platform to accelerate your business growth with a short time-to-value through out-of-the-box industry solutions.

Easily identify opportunities within data sets and drive customer engagement with relevant 1:1 experiences, leveraging customer insights at scale through an intuitive UI. No code required!

✓ SMART AUDIENCES

Deliver the right offers to the right people, at the right time

Improve campaign efficiency with on-the-fly audience segmentation and AI-driven audience exploration and expansion (lookalike modeling and clustering).
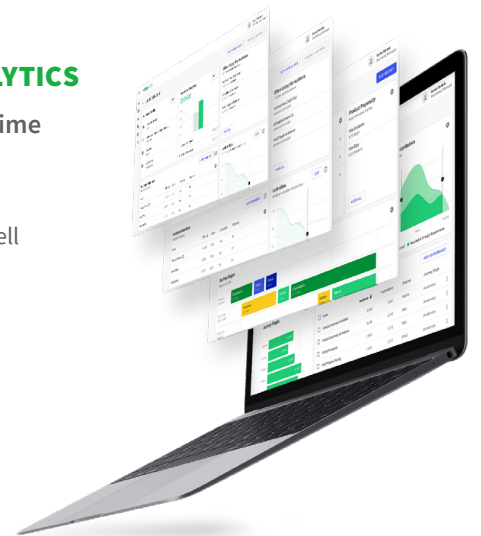
✓ REAL-TIME INTERACTION MANAGEMENT

Personalize across all your integrated channels

Increase campaign conversions and profitability by delivering the most engaging and personalized message through customers' preferred channels, tailored to real-time shifts in customer behavior, interactions, preferences, and propensities.

✓ CUSTOMER JOURNEY ANALYTICS

Curate experiences driven by real-time interactions and behavior

Map unique experiences onto customer journey stages so you can onboard, upsell and cross-sell smarter with meaningful,

More info about FIS Engagement Platform

Gain unprecedented access to data for actionable analytics and insights. Empower your teams with smart technology that automates workflow processes while boosting speed, accuracy and security.

✉ getinfo@fisglobal.com   🖥 www.fisglobal.com