



TIP SHEET

4 Ways to Increase Customer Loyalty With Loyalty Engagement Solutions

In today's competitive financial landscape, customer loyalty is an invaluable asset. Financial Institutions of every size are seeking innovative ways to foster long-term customer relationships. FIS Loyalty Engagement Solutions stands at the forefront of customer engagement, offering a suite of packages that enable your institution to activate an engagement strategy that can not only retain, but also grow its customer base. Here are four strategies to boost customer loyalty with FIS Loyalty Engagement Solutions.

1 Personalized customer experiences

Personalization is no longer a luxury; it's an expectation. FIS's account level personalization empowers you to tailor everything from base and bonus earned to expiration, down to the account level with ease. Take personalization to the next level, above and beyond the messaging layer to deliver a loyalty experience that meets the needs of your customers. Utilize data analytics to understand performance segmentation within your portfolio and activate strategies that drive desired behaviors that will increase customer lifetime value.

Understanding the individual relationships with your customers

Leverage the data at your fingertips to truly know your cardholder above and beyond their relationship with their debit or credit card, as a customer. FIS's AI360 platform is designed to evaluate a customer's entire relationship, across your suite of products and services to provide insights that further enable hyper-personalized interactions.

Tailoring the rewards experience to meet your and your customers' needs

Whether it's a unique savings plan, personalized investment advice or rewards that align with individual spending patterns, these gestures showcase a profound understanding and an unwavering commitment to your customer's financial well-being. Both our Personalized and Premium packages enable various levels of customization to deliver incentives that are relevant to your customers.



2 Rewards and incentives

Engaging loyalty programs that reward customers for their commitment is so much more than a transaction incentive for usage, but that value proposition still sits at the foundation of the loyalty experience. At FIS, we enable variations in what and how our platform will award desired behaviors to ensure the strategy benefits both you and your customers.

The loyalty currency: Points or cash back

Our flexible scoring platform can account for either currency across various earn indicators. From awarding signature-only transactions or a limited number of MCCs to implementing a point system for every transaction.

- Manage outstanding rewards liability by implementing aging based on scheduled term or inactivity.
- Leverage our campaign management tool that enables bonus promotion creation based on transaction code, type, date, amount, MCC, MID, activity and more.
- Activate bonus criteria for anniversaries, birthdays, milestones and more.

Exclusive deals and promotions

Devise special promotions, such as bonus points for a bundle of products or an exclusive loyalty card that unlocks unique perks. The element of exclusivity often drives a deeper sense of reciprocity and commitment among your customers, translating into higher usage retention rates.

A redemption catalog that meets everyone's needs

Your customers want ultimate flexibility from their rewards programs to use their points or cash anytime, anywhere, for anything. At FIS', our redemption suite covers every category ranging from traditional rewards like merchandise, gift cards, and travel, to industry-leading incentives like our Premium Payback real-time redemptions that allow your customers to redeem their rewards as a new payment tender within the point of sale at any one of our participating merchant partners.

3 Enhanced communication channels

In an omnichannel world, customer engagement is key to long-term loyalty. FIS provides Enhanced Communication Channels that deliver personalized, timely, and relevant engagement moments when they matter most.

Multitude of platforms

Engage your customers on their terms by utilizing a variety of platforms, from traditional SMS and email to social media and in-app push notifications. The right message in the right format on the right channel can greatly enhance customer appreciation for your institution's dedication to their convenience and preferences.

Ongoing engagement

A loyalty program that's continually top of mind creates a buzz among your customer base. Regular communication about new incentives through multiple channels ensures you're meeting your customers where they're at. Each interaction you have with your customers is an opportunity to create an engagement moment that deepens brand affinity. We make engaging between the transactions as part of the loyalty experience accessible.

Feedback mechanisms

Two-way communication is essential. Implement feedback opportunities that make it easy for customers to voice their opinions and concerns. Actively responding and adapting to their feedback shows that you value their input, which is fundamental to building a strong loyalty pipeline.

Proactive engagement

Be one step ahead with proactive and personalized service updates or even financial advice. By anticipating needs and taking the initiative to reach out, you demonstrate a level of care that fosters a deeper customer-bank relationship.

4 Continuous improvement and adaptation

Successful loyalty is about evolution, not stagnation. FIS's solutions enable Continuous Improvement and Adaptation that help your institution stay ahead of the loyalty curve.

Regular program updates

Ensure that your loyalty program is dynamic, with regular updates that introduce new benefits and experiences. Stagnancy breeds disengagement: hence, keeping the program fresh and exciting with updates aligns with the need for novelty in a customer's loyalty journey.

Staying industry-relevant

Keep an eye on industry trends and customer preferences. FIS's Premium Payback and LaaS solutions are designed to act like a loyal companion, adapting to changes and aligning with the latest trends to keep your loyalty program contemporary and in tune with market shifts.

Conclusion

Loyalty is the bedrock on which successful financial relationships are crafted. By partnering with FIS and adopting these four loyalty engagement strategies, you're not merely keeping up; you're leading the charge toward a future where personalized, engaging, and evolving customer experiences define the success of financial institutions. It's time to invest in loyalty and secure the future of your customer relationships.



About FIS

FIS is a financial technology company providing solutions to financial institutions, businesses and developers. We unlock financial technology that underpins the world's financial system. Our people are dedicated to advancing the way the world pays, banks and invests, by helping our clients confidently run, grow and protect their businesses. Our expertise comes from decades of experience helping financial institutions and businesses adapt to meet the needs of their customers by harnessing the power that comes when reliability meets innovation in financial technology. Headquartered in Jacksonville, Florida, FIS is a member of the Fortune 500® and the Standard & Poor's 500® Index. To learn more, visit FISglobal.com. Follow FIS on LinkedIn, Facebook and X (@FISglobal).



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