

THREE WAYS TO GROW REVENUE WITH PREPAID

The universal appeal and flexible application of prepaid solutions put it among the fastest-growing segments of the payments industry.

Organizations and issuers are looking for more ways to increase revenue and customer engagement. Using prepaid allows organizations to balance the need for low-cost payments distribution and a first-class recipient experience.

Here are three key approaches that organizations can use to help grow revenue and market share with prepaid solutions:



1. Removing friction from the process

Within the payments industry, it has become easier for consumers and organizations to pay and get paid at any time. Prepaid cards offer a convenient way to access funds, make purchases and complete physical and digital payments. Combining the convenience and acceptance of debit cards with the simplicity of cash presents users with limitless possibilities.



2. Providing services at a lower cost

All organizations look for ways to save money and sell more products or services. Digitizing payments across your organization is one of the fastest and easiest ways to eliminate costs and reduce time supporting manual processes. Prepaid can replace almost any check or cash payment, and in many instances, complements credit and lending solutions to increase efficiency.



3. Attracting new demographics with inclusive payments

Prepaid solutions give unbanked, underbanked and consumers not interested in traditional financial services access to electronic payments. Examples include:

- Pay for health/medical expenditures with pre-tax dollars
- Receiving funds, such as tax returns, benefits or relief payments
- Embedded money management solutions
- Pay card for unbanked, underbanked or contractors

We unlock financial technology that powers the world

FIS® enables the movement of commerce by unlocking the financial technology that powers the world's economy, advancing the way the world pays, banks and invests™.

We do this because we are passionate about helping businesses and communities thrive by advancing commerce and the financial world. We are the leader in financial technology and services for financial institutions and businesses of all sizes and across all industries globally.

 www.fisglobal.com

 getinfo@fisglobal.com

 twitter.com/fisglobal

 linkedin.com/company/fis