



The retail revolution

Unlocking customer engagement
in the era of agentic commerce

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In the world of retail payments, we're witnessing a fundamental shift in how consumers not only move money but also interact with the brands they trust. As the payments ecosystem transforms at a relentless pace, banks/credit unions (and other card issuers), merchants and consumer brands are redoubling their efforts to deliver seamless and frictionless shopping experiences – in brick-and-mortar stores, online and at virtual and physical checkouts. And now, one of the newest kids on the technology block, agentic commerce, is set to take customer engagement to the next level.

As commerce becomes more automated, engagement has to become more intelligent at the moment value is created: the purchase. That's why the next wave of loyalty and offers won't be one-size-fits-all – it will flex based on what the ecosystem can "see," from the transaction event to the full basket. The future belongs to platforms that can deliver intelligent, card-linked value in both modes: transaction-level intelligence everywhere, and basket-level intelligence wherever item visibility exists.

The agentic opportunity

Through agentic commerce, AI agents effectively act on behalf of shoppers to source, negotiate and complete purchases, using pre-approved or approved payment methods. Loyalty, offers and benefits become part of the agent's decision logic – not a post-purchase afterthought.

As transactions are executed within existing authorization, authentication and dispute networks, financial services providers remain integral to the process – providing the infrastructure, security protocols and payment systems that allow the AI agents to transact safely and seamlessly. But for agentic commerce to feel truly personal, the ecosystem needs intelligence that travels with the payment – sometimes that intelligence is the purchase event (where/when/how much), and sometimes it's the basket (what was actually bought).

As a truly transformative use of technology, agentic commerce will have far-reaching implications on how shopping is conducted. By 2030, AI agents could help generate up to \$1 trillion in orchestrated retail revenue in the U.S. alone, with global projections reaching as high as \$5 trillion.

The power of integrated ecosystems

Agentic commerce is, of course, only the latest in a long line of innovations to hit the banking and payments industry. Fintech solutions have already elevated expectations and made seamless and frictionless checkout experiences a must-have for consumers across digital and physical touchpoints.

Increasingly, the pressure is on the main players in the payments ecosystem – financial institutions, technology providers, retailers and brands – to deliver the greatest value to customers with every purchase. To compete with disruptors, traditional banks must help merchants both route payments more effectively and unify loyalty and reward processes to provide a cohesive, engaging checkout experience.

But first, card issuers and sellers need to come together in a single infrastructure. When the payments ecosystem is tightly integrated, consumers experience benefits from their very first transaction. With real-time intelligence and advanced scoring engines – whether drawn from the transaction event or the full basket – retailers can deliver instant rewards at checkout, eliminating the traditional lag between earning and enjoying benefits.

The most scalable ecosystems start with what's universally available (transaction-level signals across the merchant landscape) and deepen into what's differentiating (basket-level precision where item visibility exists).



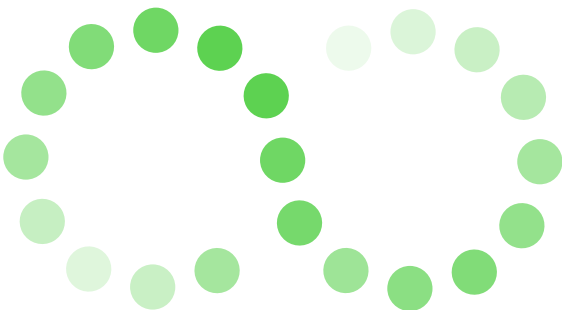
Unlocking value with intelligence

The biggest driver of this transformation is data, specifically at the level of purchasing. Purchase transactions typically offer limited information beyond basic details like time, location and amount. What's missing is insight into the actual items purchased. Think of it as two "views" of commerce: a total-receipt view that recognizes the purchase event, and a digital-receipt view that sees the basket line by line. Each enables a different kind of intelligence – and together they let the ecosystem deliver relevant value without adding friction. That's why intelligent, card-linked offers are evolving into two complementary modes:

- **Transaction-intelligence offers reward customers based on where they shopped and how much they spent – no item visibility required.**
- **Basket-intelligence offers apply value with true cart precision, because you can see what was actually bought down to the item or category.**

Today, an optimized, detailed view of the shopping basket can enable buyers and sellers to extract more value from each purchase while unlocking new opportunities for personalized differentiation.

Imagine being able to recommend complementary or discounted products in real time during the shopping journey online, in-aisle or at checkout, especially when basket context enables item-aware decisioning in the moment. Or making it possible for customers to automatically pay for specific health items from their HSA account while funding others with a rewards balance – all with a single tap, using purchase-moment intelligence to route consumer value as seamlessly as the payment itself. This level of insight provides value to the consumer as well as the card issuer, merchant and brands competing in a crowded environment.



Getting emotional

While the mechanics of payments are important, so is the human element. That's where hyper-personalization and experiential rewards can help firms operationalize emotional loyalty. The key shift is timing: when value shows up at the moment of purchase, it feels less like points accounting – and more like recognition.

By using advanced, AI-powered tools to analyze customer data, brands can craft deeply personalized offers that resonate emotionally with their customers. For example, rewarding customers for personal milestones or aligning rewards with their passions creates a sense of connection that transactional points cannot match. Sometimes that personalization comes from transaction context (rewarding where and how customers choose to live); sometimes it comes from basket context (rewarding what they actually buy). Either way, the experience stays frictionless – the intelligence does the work, not the customer.

These strategies must be grounded in data. Combining emotional initiatives with transparent metrics like engagement rates and lifetime value allows companies to measure and refine their approach to drive consistent, repeatable results.

The road ahead: Partnerships and innovation

Collaborative ecosystems are turbocharging customer engagement. We're seeing traction in models that integrate cross-industry rewards or allow customers to earn points with one brand and redeem them with another. These partnerships create a seamless value exchange that enhances member benefits while expanding brand reach. And as more stakeholders fund value at checkout – from issuers to merchants to brands – the ability to measure what actually changed becomes a competitive advantage, especially when basket-level insight can credibly connect rewards to products and categories.

Success lies in simplicity and transparency. Integrating seamlessly into existing ecosystems enhances value by making benefits accessible. Conversely, add complexity and you risk alienating members.

As we look toward the future, the integration of agentic AI could further revolutionize customer engagement and rewards, not just by automating transactions, but by making every purchase a smarter decision point. In an agentic world, the winners will be the ecosystems that can securely embed intelligence into payments, so AI agents can act with guardrails, relevance and trust.

The payments ecosystem stands at a pivotal juncture. The convergence of payments, loyalty and digital wallets has created opportunities to reimagine the entire shopping journey. By moving from transactional to relational payments, and harnessing technologies like transaction and basket intelligence, you can transform every transaction into a moment of value creation.

The data is there. The technology is ready. It's time to strategize for growth and unlock the full potential of the payments ecosystem to keep money moving seamlessly in the digital era.



Discover FIS Smart Basket

FIS® Smart Basket is a modular, funder-agnostic solution that uses transaction and basket intelligence to drive new value for both consumers and businesses at the point of sale. At its core, Smart Basket is about intelligent offers at the moment of purchase – bringing loyalty and incentives into the payment experience in a way that’s built for what comes next in commerce. Smart Basket supports two complementary modes of card-linked value: transaction-intelligence offers that can work broadly based on the purchase event, and basket-intelligence offers that deliver “cart precision” where item-level context is available. As commerce becomes more agentic, this purchase-moment intelligence becomes even more important – helping ensure automated buying still feels personal, relevant and trusted.

Bringing together offers, payments and loyalty in a single infrastructure for banks/credit unions/issuers, merchants and consumer brands, Smart Basket is designed to make it easier to process payments, analyze transactions and deliver hyper-personalized, targeted promotions. Most importantly, it offers greater value and convenience to consumers, helping businesses boost loyalty.

Learn how FIS can help you harness basket intelligence and optimize your payments strategy as we drive toward the age of agentic commerce together. Contact us to modernize and connect your payment operations to move more money in your direction and unlock new growth

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Our technology powers the global economy across the money lifecycle.



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