

# FIS LOYALTY ENGAGEMENT SOLUTIONS

## The packages

### Loyalty at the core of the banking relationship

Our mission is to help you transform the traditional rewards experience into a loyalty solution that generates brand advocacy and increases customer lifetime value across your entire product suite.

### The packages

- **Offers only** – designed for starter cards and debit programs, this is a consolidated package that simplifies the loyalty offering with merchant-funded earn and a compact redemption suite to incentivize loyalty at a lower cost.
- **Turnkey** – designed for ease and convenience. Our end-to-end ScoreCard® branded platform offering enables our loyalty solution within a financial institutions' existing banking experience.
- **Personalized** – the same end-to-end loyalty solution, personalized to match the financial institution's experience; a seamless integration that places loyalty at the core of the cardholder experience.
- **Premium** – a custom program offering that is white-labeled for your financial institution, our best-in-class product bundle reviews your cardholder base across the entire product suite, down to the account level, to identify and optimize targeting and increase the lifetime value of each cardholder.

### Why FIS?

FIS sits at the center of the engagement ecosystem, serving both merchants and financial institutions, offering a deeper understanding of the payments choice landscape. Choose a loyalty partner with unmatched experience in the global payments ecosystem to drive revenue growth and increase retention.



### Loyalty, packaged to meet your needs

- Our packages are designed to serve financial institutions of all sizes. From the local community to top-tier national brands for banks and credit unions.
- Recognize, differentiate and activate engagement experiences without additional fees.
- You define loyalty. Whether your rewards currency is cash or points, our flexible scoring platform can support how you choose to reward card spend.