



TOUCH-CX OVERVIEW

Companies require a centralized, cost-effective solution to manage all customer communications, ensuring a consistent brand voice and frictionless customer interactions. That's where FIS® Touch-CX can help with its holistic, one-view approach to customer communications.

Touch-CX is a centralized, enterprise-based software as a service (SaaS) and platform as a service (PaaS) offering that brings all of the touchpoints between you and your customers together. The data revolution is here to stay. With Touch-CX, we can fuel your communications with AI/ML-driven data analytics and insights that provide extremely personalized, relevant and contextual communications. Touch-CX brings together multiple parts of your organization, empowering you to fully engage your customers across every channel, enhance their experience and build loyalty. Below is a summary of the Touch-CX product modules:



TOUCH-CX DESIGN STUDIO SERVICES

Design consulting services resulting in compelling omnichannel templates

Engage with our staff to design and create compelling communications for email, SMS, PDF for print or archival channels. See how digital designs can be viewed on multiple devices for a responsive experience.



TOUCH-CX PANORAMA

Manage your communications in a single portal

Our Panorama portal provides that single pane of glass supporting many roles in your organization. From releasing work, tracking job status and viewing reports to accessing content communication creation and messaging editing tools, Panorama gives you control and visibility over all your work, regardless of channel.



TOUCH-CX PRINT AND MAIL

Optimized print production and mailing using state-of-the-art manufacturing

See how bringing your digital and print documents together can create a better customer experience. QR codes on your printed documents can drive your customers to take advantage of upsell opportunities. Our flagship print megacenters support your most complex documents, using the latest state-of-the-art white paper factory.



TOUCH-CX CARDPRO

Differentiate and modernize your card production using CardPro

CardPro Connect is a web-based application for card production, personalization and fulfillment that goes beyond just reporting. Self-sufficiency, responsive cardholder servicing and streamlined card program management is achieved through a simple-to-use interface that pushes your critical data to the forefront.

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TOUCH-CX INSIGHT MESSAGING

Create personalized contextual messages driven by data and analytics

The days for guessing what message content should be communicated to an individual or group is over. Touch-CX Insight Messaging leverages our analytics module and AI engine to recommend and even create messaging based on insights gleaned about your customers' key life indicators.

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TOUCH-CX eDELIVERY

Securely archive all your as-sent communications

The eDelivery SaaS application gives our clients the power to meet their customers' expectations. eDelivery features convenient single sign-on capabilities and embedded hyperlinks that offer quick and easy access to monthly statements, policies, notices, check images, trade confirms and more.

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TOUCH-CX ONDEMAND

Create personalized 1:1 and 1 to many correspondence with Touch-CX Composer and Salesforce (or other CRMs)

With our self-service web-based applications, you can create highly personalized communications targeted to one individual or many customers. Letters, notices and other customer correspondence are a perfect fit to create with our user-friendly wizard-based tool.

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TOUCH-CX COMPOSITION

Two flavors for ultimate flexibility (Composition as a Service or Licensed)

Reduce your TCO by leveraging the power of Touch-CX CSF to produce your multichannel communications

Touch-CX offers different deployment and access models, giving you flexibility in composing mission-critical documents. Ask us about the best model for your organization.

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TOUCH-CX RETURN MAIL

Lower your return mail rates while dynamically updating your CRM systems of record

Ask about the options you have for handling return mail. With Touch-CX, we can help provide visibility to returned mail, leveraging USPS products and information provided to our reporting systems.

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TOUCH-CX ANALYTICS

Discover insights about your customers and deliver personalized communications

You need to combine data from multiple sources to create a unified view of a customer that allows you to predict behavior, achieve the expected personalized experience and facilitate customer interactions that are relevant and channel aware. See how Touch-CX and Ethos CEP modules can help.

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TOUCH-CX REAL-TIME ALERTS

Deliver mission-critical SMS or emails triggered by FIS flagship core products

Choose from Touch-CX's robust library of more than 80 alerts. Custom alerts can be created based on your requirements if additional source application events are available. Financial institutions can configure and brand/customize their alerts through our portal user interfaces.

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