



AuthMax Preferred Customer

PREVENT E-COMMERCE FRAUD AND BOOST AUTHORIZATIONS

Staying top-of-wallet with your debit cardholders is a constant challenge. Unnecessary card declines elevate risk for transaction attrition, especially with recurring payments. Customer friction threatens top-of-wallet status. Your merchants need defenses to fight e-commerce fraud while minimizing false declines and maximizing customer experience. The risk mitigation solutions you offer merchants should treat fraud and authorizations as two sides of the same coin.



Simple turnkey implementation



Improved cardholder experience



Data leveraged from 40 billion transactions



Boosted interchange revenues

Introducing AuthMax Preferred Customer

The FIS® AuthMax Preferred Customer service leverages payment data to keep issuers' cards top of wallet by improving authorizations while reducing risk.

AuthMax Preferred Customer unlocks powerful synergies between the full transaction end-to-end environment, issuer and merchant. AuthMax Preferred Customer creates value on every side of the transaction by increasing debit card approval rates and improving customer experiences.

MAXIMIZE CUSTOMER EXPERIENCE


- **66%** of customers will take their business elsewhere when their card declines
- Improve authorization rates with trusted customers

MAXIMIZE REVENUE

- Salvage **20-50%** of declined transactions eligible for AuthMax Preferred Customer
- Close the gap on card-not-present authorization rates versus point of sale


Let's reimagine authorizations to maximize customer experience.

Contact your relationship manager today to start protecting revenue and winning top-of-wallet status.

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