



TOUCH-CX

A Customer Communications Solution
for Comprehensive, Consistent,
Unified Experiences





Today's customers are more complex than ever before. When working with a financial institution, they not only have different needs, use different solutions, and have different expectations for service, they also interact with your institution in different ways.

Some prefer face-to-face communication, some like traditional mail, and a growing number of customers are embracing multi-channel, multi-device online interactions.

As we all know, building relationships with your customers through effective communications is critical to driving loyalty and creating upsell opportunities. But with such diversity among your customer base, maintaining clear, consistent, and effective customer communications across every touchpoint can be a frustrating, disjointed experience – both for your customers and for your organization.

Financial institutions need a centralized, cost-effective solution to manage all customer communications to ensure a consistent brand voice and frictionless customer interactions. That's where FIS Touch-CXTM, with its holistic, one-view approach to customer communications, can help.

Fully Integrated for a Completely Cohesive Customer Experience

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. It provides consistency across all communications, real time or batch, regardless of delivery channel. FIS builds this comprehensive customer communication management (CCM) environment based on your unique needs, and Touch-CX has the ability to integrate seamlessly across all your existing products and solutions.

Touch-CX can be the hub that brings together multiple parts of your organization, empowering you to fully engage your customers across every channel, enhancing their experience, and building loyalty for your institution. Touch-CX provides:

- ✓ **Unified templates**
- ✓ **Consistent communication interfaces**
- ✓ **Automated communication personalization**
- ✓ **Rules-driven content,**
- ✓ **Open APIs that interact with your banking core, CRM, and other mission-critical systems of record**

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The benefits of a unified, comprehensive customer communication solution are significant, and include the ability to:

- Provide a seamless customer experience, unifying content across multiple systems through our APIs and data-integration tools.
- Works within our infrastructure and use our intuitive tools to create your own unique campaigns that can be repeated and customized across the organization
- Review, approve and control all content with versioning capabilities, audit trails, usage tracking, compliance, and reporting.
- Create content changes in real time in just minutes.
- Deliver the right message at the right time through the right channel to your customer, with messages personalized to the specific interaction.
- Leverage data assets to enrich your communications that drive a personalized contextual customer experience.
- Build and strengthen customer relationships to gain loyalty and grow your business.

A Single, Seamless CCM Ecosystem

Touch-CX is pre-integrated for you, so your organization can enjoy a single CCM ecosystem regardless of the core data processing platform you use. Offering standard data and templates to yield faster implementation, Touch-CX enriches your core data to drive more personalized contextual content.

TOUCH-CX KEY MODULES

The key modules that make up the Touch-CX ecosystem include:


- ✓ Data standardization, enrichment and optimization
- ✓ Content & Digital Asset Management
- ✓ Consent & Preference Management
- ✓ Content Compliance & Governance
- ✓ On-Demand Communications
- ✓ Real-Time Alerts
- ✓ Omni Channel Preparation & Delivery
- ✓ API Library
- ✓ Campaign Building & Management
- ✓ Archive & Viewing
- ✓ Card Manufacturing
- ✓ Print Manufacturing
- ✓ Physical Tracking & Dashboard Reporting
- ✓ Digital Tracking & Dashboard Reporting


Touch-CX and the comprehensive FIS Suite of products supports more than 200 products and services across more than 25 lines of business.


About FIS

FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our more than 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index.

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