Attract new customers and grow deposit accounts with the First Data online deposit application solution. Potential customers/members can become account holders in minutes, without visiting a branch or mailing in paperwork. Online account opening is easy and meets the needs of busy consumers looking to establish a new business relationship, as well as your current customers who want to expand their business with your institution.

The First Data New Account Opening solution provides flexible features including:

**Online Account Application**
From your financial institution’s Web site, consumers can easily access a customizable online application to open one or more accounts for your branded deposit offerings. Using the self-service tool can eliminate the need to visit a branch or interact with a live phone agent.

**Verification**
Our secure solution takes care of identity verification, risk verification, product requirements, disclosures and more based on your defined parameters.

**Multiple Funding Options**
Various options are available to fund the account using another existing account, credit card, signature debit card and more.

**Flexible Options**
The privileged-based administration tool enables you to manage branding, disclosures and your application. Additionally, it provides a back-office channel to integrate traditional branch application activity within the same pipeline for consolidated processing and management reporting.

**Customer Demands**
Today’s financial services consumers continue to demand the ability to conduct their business transactions on their terms. Close to half of all financial consumers (45 percent) have attempted to open a checking account online, with 30 percent of Gen Y users using the online channel in the past 12 months.1

With more consumers moving to community financial institutions, it is imperative you provide them a convenient way to become your account holder, or they’ll go somewhere else.

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1 Javelin Strategy and Research; Online Account Opening Consumer Analysis and Vendor Comparison: How to Optimize Efficiency, Enrollment and Risk; May 2009
Online Account Application Solution for Financial Institutions

Grow Acquisitions and Improve Customer Retention Effortlessly

With online account opening, customers come to you. Many of today’s consumers do not have the patience or time for the traditional, in-branch paper application process. By introducing an automated, streamlined approach, you provide your current and incoming account holders some of the latest technology that can improve your market share and increase profitability, not only boosting your customer acquisition rate, but also providing a stage for cross-sell and upsell of your other portfolio products.

Reduce Costs

The First Data New Account Opening solution gives your account holders and potential customers another method for proactive self-service. By eliminating the need for face-to-face interaction with a teller or a call to a live customer service agent, your financial institution can see a significant saving over time. In fact, Forrester Research reports that financial institutions can expect to reduce account acquisition costs by 30 percent to 55 percent with Web-based account-opening solutions.\(^2\) In addition, you’ll streamline the entire process by reducing the need for redundant data entry, in turn reducing errors associated with a manual process.

Control Risk

The First Data solution is fully configurable and allows you to define the business risk rules appropriate for your financial institution. You decide what applications are immediately approved and which ones you want to flag for manual approval. That way you can set the right balance to mitigate risk for your organization while still providing a convenient application process.

A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your First Data Sales Representative or visit firstdata.com.

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\(^2\) Forrester Research; Financial Services Firms Open Up About Customer Acquisition Costs, July 2008