

Strategic Communications SolutionSM

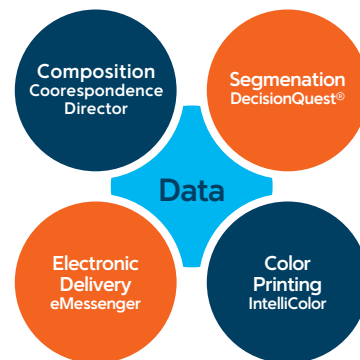
Customer satisfaction and loyalty have a major impact on revenue and profitability. Studies have shown that one of the key factors affecting customer satisfaction and loyalty is the relevance and clarity of your customer correspondence. Value-oriented managers view customer correspondence as integral to their business, and leverage their statements, letters, e-mails and other correspondence as opportunities to grow their business.

Introducing First Data's Strategic Communications SolutionSM—an Integrated Platform Providing the Following:

- A formatting engine providing messaging control, design flexibility and time-to-market advantages
- 1:1 marketing and decisioning engine allowing you to communicate the right messages to the right customers—across all delivery channels
- Fully integrated color print capabilities—with integrated MICR printing and selective perfering
- Online billing and invoicing, e-Statements, e-Alerts, e-Notices, e-Letters and text messaging capabilities

First Data's Strategic Communications Solution makes customer communications a strategic advantage, rather than just monthly statements, letters or alerts and notices. First Data can integrate with your CRM and marketing systems to provide life-cycle communications, targeted marketing and proactive alerts.

Strategic Communications Solution





The Benefits are Substantial

First Data's Strategic Communications SolutionSM provides the foundation for strengthening relationships with your customers across all channels: print, electronic and phone. And because it provides a single streamlined solution that uses the most up-to-date information, communications are consistent, reach customers faster and are relevant to their interests.

Collectively, these tools can be structured to support personalized communications that fully integrate your marketing efforts, helping you:

- Achieve brand consistency
- Retain customers
- Improve customer spend
- Create additional revenue from third-party advertising opportunities
- Reduce the cost of customer service through call diversion and call avoidance programs
- Reduce the costs of marketing
- Better manage compliance issues

Enterprise Solution

To maximize revenue-generating and cost-savings opportunities, First Data's Strategic Communications Solution can interface with other customer retention and marketing capabilities to create a truly unique and powerful solution.

- Loyalty and rewards
- Credit bureau triggering
- Mail tracking
- Live operator and IVR services
- Customer analytics
- Automated outbound and inbound calling

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
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