First Data
Customer Insights

Today, success depends more and more on a business’ ability to utilize the massive amount of data available to make smarter decisions. Having the data you need is the first hurdle to cross, but the second, more challenging hurdle is turning your data into knowledge that can drive greater efficiencies and results. This is where competitive advantage is gained or lost. First Data brings you First Data Customer InsightsSM—an advance in the way in which you utilize information to understand your customers’ transaction data and transform that data into actionable intelligence.

Challenge

Competitive advantage is difficult to achieve. To better target and serve your customers, you need an in-depth understanding of what their spending habits are. The how, when and where of customer spending can be cumbersome to understand, and sometimes the amount of data prohibits the ability to uncover the insight buried within it. The challenge is to gain the customer-spending knowledge you need to better operate your business without the burden of time and resource dedication.

Solution

First Data Customer Insights empowers you with a new, comprehensive reporting tool that will enable you to set your organization apart in today’s highly competitive environment. This advanced solution showcases easy-to-use reports uncovering the spending patterns of your customer base—how, when and where they spend.

Transaction data is at the core of First Data’s business intelligence product line, which gives us the ability to derive insight from true customer purchasing behavior. Because of our large, global footprint, we are uniquely positioned to create valuable, cutting-edge products that enable you to derive insight from diverse payment data. First Data provides automated report access, benchmarking, analytics and decisioning, and the communication tools you require to operate more efficiently tomorrow than you are today.

The insight gained from First Data Customer Insights can be used to drive your cross-sell offers, partnerships and strategic alliances, marketing campaigns, risk management and more. You’ll benefit from a more in-depth understanding of where your customers spend their money and be able to monitor average amounts to recognize unusual activity. This product promises to evolve into a revolutionary reporting tool that will bring benchmark reports across institutions to gain insight into how your portfolio compares to others.

With the First Data Customer Insights solution, valuable marketing dollars are used more effectively to create targeted and relevant marketing campaigns based on detailed customer knowledge. Instead of broad, general marketing programs and campaigns, you can pinpoint the right customers with the right offer at the right time, thereby improving marketing results and gaining your customers’ loyalty.
First Data Customer Insights

First Data processes transaction data of all kinds, harnesses the power of that data and delivers innovations in a secure infrastructure for our customers. We support our clients by helping them process and understand the intelligence behind every transaction. With our benchmarking solutions, data is put through a secure and thorough process to remove any personally identifiable consumer information. Rest assured that First Data Customer Insights solution adheres to appropriate regulations as well as First Data’s stringent privacy policy.

Benefits

→ Understand customer-spending patterns from transactional data—how, when and where they spend
→ Monitor average amounts spent to recognize unusual spending patterns
→ Create targeted marketing campaigns based on unique customer knowledge
→ Discover cross-sell opportunities
→ Gain insight to drive cross-sell offers, partnerships and strategic alliances, risk management and more
→ Improve customer loyalty by offering more compelling and relevant marketing programs

Features

→ Turnkey implementation reducing the amount of resources required
→ Transaction analysis creating targeted programs
→ Summary table depicting the spending breakdown—sorting by total dollar amount or total number count by spend category
→ Charts and graphs showing total amount or total count by category
→ Visualization of total amount and total count by category
→ Automated access to reports
→ Benchmarking
→ Advanced analytics and decisioning tools
→ Communication tools

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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