



First Data®

Correspondence Director^(SM)

Customer relationships start with consistent communications – across all channels.

First Data Correspondence Director is a state-of-the-art composition platform that offers advanced document formatting capabilities. It also enables you to effectively manage and format marketing campaigns across all of your delivery channels.

Correspondence Director is one of four powerful tools that's integrated into our Strategic Communications Solution^(SM) platform. It accepts customer and campaign data from First Data DecisionQuest®, and transforms it into customer correspondence that's delivered via your channel of choice — paper, online, and mobile devices.

With First Data, you can rely on a leading print product, trusted solutions, and exceptional service.

Benefits to Your Business

Targeted Communications



Traditional customer communications focus on transaction details, with limited messaging. Our print solution enables targeted messaging capabilities that allows you to tailor value-added information to specific customers.

Customer Retention



Help strengthen your customer relationships with communications that are customized, consistent across channels, and more relevant to your customers' needs.

Better Engagement



Get creative and better engage your customers with custom layout designs, color, charts, and graphics options.

Correspondence DirectorSM

Correspondence Director provides sophisticated design capabilities, dynamic charting, enhanced formatting, and variable messaging support. Make your documents easy to understand, and help drive customer responses.

Sophisticated Layout Capabilities

To fully achieve brand consistency, you need a system that supports enhanced designs and attractive layouts. Correspondence Director provides you with flexible format options:

- Increased font support
- Bullets and leader dots
- Advanced imaging capabilities

You also benefit from graphic elements including calendars, boxes, circles, lines, arrows, and gradation.

Enhanced Formatting

Highlight information with enhanced text formatting capabilities such as bolding, italicizing, and underlining. Our enhanced character support includes copyright and trademark symbols in multiple typefaces.

Dynamic Charting

Communicate important information faster and easier with data-driven charts and tables that automatically populate at run-time, based on your individual customer data.

Variable Messaging Support

Based on segmentation and decisioning, you can direct relevant coupons, checks, cross marketing messages, and offers to your customers.

WELCOME TO ABC GOLF GOODS PERSONAL CREDIT

JOHN DOE
123 ANY STREET
OMAHA, NE 68601-1234

10/03/2015
Membership #: 123456789
Credit Line: \$3,500

DEAR MR. JOHN DOE,
Congratulations on choosing ABC Golf Goods Personal Credit! Your Membership number and credit line are listed above for easy reference.

Start enjoying all the benefits of ABC Golf Goods Personal Credit.

- One-card convenience
- Exclusive financing offers available
- Hi Club cash access with no added fee
- Approval of all ABC Golf Goods accounts nationwide and at ABCGolfGoods.com
- Easy Online account management view and pay your account 24/7 at ABCGolfGoods.com/online
- Zero fraud liability and no annual card fee

ABC Bank MONTHLY STATEMENT
SEP 22 to OCT 22, 2014

Jonathan Smith
Account Number: XXXX XXXX XXXX 1234

NEW BALANCE: \$6,881.12 | MINIMUM PAYMENT: \$221.88 | PAYMENT DUE DATE: November 16, 2014

ACCOUNT SUMMARY		PAYMENT INFORMATION	
Credit Limit	\$6,200.00	Minimum Payment Due	\$6,881.12
Credit Available	\$1,569.00	Payment Due Date	November 16, 2014
Statement Closing Date	October 22, 2014	Late Payment Warning:	If we do not receive your minimum payment by 5:00 PM CT on the date listed above, you may have to pay up to a \$20.00 late fee.
Days in Billing Cycle	31	Minimum Payment Warning:	If you make only the minimum payment each period, you will pay more interest and it will take you longer to pay off your balance. For example:
Previous Balance	\$5,743.22		
Payments & Credits	\$238.00	If you make no additional charges using this card and each month you pay:	If you pay off the balance shown on this statement in full:
Purchases & Other Charges	\$1,011.81	Only the minimum payment:	28 years \$20,872.00
Cash Advances	\$0.00	\$275.00	3 years \$9,306.00 (charges + \$18,206.00)
Fees Charged	\$0.00		
Interest Charged	\$154.00		
NEW BALANCE	\$6,881.12		

REWARDS SUMMARY

Previous Point Balance	848
Points Earned this Statement	-45
Points Redeemed this Statement	100
Current Point Balance	793

Scan here with your mobile phone to make a payment.

Account Number: XXXX XXXX XXXX 1234

Amount Paid Due: \$0.00
Minimum Payment Due: \$221.88
NEW BALANCE: \$6,881.12
Amount Overdue: \$

Present this coupon at checkout to receive

10% OFF all mattresses and bedroom furniture

when you use your Fred's credit card NOW through November 1, 2014.

Fred's Furniture

For more information, contact your Account Executive or visit FirstData.com.