First Data DecisionQuest®

Market to your customers at an individual level.

It's no secret that targeted, personalized customer communications typically generate higher response rates than mass marketing. But the challenge is managing the data and the processes required for targeted campaigns.

First Data DecisionQuest is an easy-to-use web-based solution that enables you to customize your communications to each customer — by offer, communication channel, and product.

Traditional customer communications focus on transaction details, with limited marketing messaging. First Data DecisionQuest expands your marketing capabilities, allowing you to target your customers with tailored information.

Benefits to Your Business

Time to Market
Our solution helps decrease the time it takes to launch your marketing campaigns with simplified data processing and decisioning. An intuitive interface puts you in control of decision rules, and related offer items.

Customer Satisfaction
Meet your customers' specific needs through relevant, targeted communications across all delivery channels — from statements and letters, to email messages.

Cost Efficiencies
Reduce your mailing and solicitation costs by sending offers only to relevant customers across multiple portfolios — which also helps drive your transaction volume and balance revenue.

First Data.

Enhanced First Data DecisionQuest®

Take decisioning to the next level with the additional capabilities of Enhanced First Data DecisionQuest.

- Save time by copying offer items from one cycle to another

- Determine which decision drivers are most effective — compare two drivers to one another in the same cycle

- Streamline the decisioning process. Build rules and offer items once, and then use them across communication areas

- Tie expiration dates to offer items

- Compare elements with other elements within the Business Criteria section

First Data DecisionQuest®

First Data enables you to target marketing communications to any segment of your customer base.

Decisioning Made Easy

First Data DecisionQuest intuitive interface puts you in control of decision rules and related offer items:

- **Customize all your delivery channels** — From statements and letters, to email messages

- **Decision over 100+ offer items per document** — Including partner logos, checks, credit bureau score, coupons, QR bar codes, hyperlinks, paragraphs, and messages

Track, Analyze, Tweak

An essential part of the First Data DecisionQuest solution is the Communications Results File. Based on your decisioning criteria, this file provides what was communicated to your customers:

- Enrich the response analysis of your marketing program

- Analyze which customers qualified for campaigns via decisioning vs. mailing results

- Make informed decisions about future marketing campaigns

- Enhance relationships with marketing partners through accurate tracking

- Help increase the effectiveness of your marketing programs

- Gathers communication results at the account level

- Import file data to your data warehouse

- Track changes through your audit function

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

First Data®