



First Data®

## Strategic Communications Solution<sup>(SM)</sup>

**Convert your customer communications into a strategic advantage — not just monthly statements, letters, or notices.**

Account statements, letters, emails, and other correspondence are routine for your business — “touch points” that help you stay in front of your customers and communicate important information. But they’re also opportunities to drive customer retention to help you grow your business.

First Data’s **Strategic Communications Solution** is a platform that integrates advanced document formatting, customer segmentation, and color printing with a multi-channel electronic delivery solution.

Traditional customer communications focus on transaction details, with limited messaging. First Data expands your boundaries with targeted marketing capabilities, allowing you to tailor value-added information to your customers.

### Benefits to Your Business



#### Cross-Channel Consistency

A single, streamlined solution that helps strengthen your customer relationships across channels — print, digital, and phone. Consistent communications that target your customers’ specific interests.



#### Cost Savings

Help reduce the expense of separate marketing communications. Introduce proactive call diversion and call avoidance programs to help save costs on customer service support.



#### Customer Engagement

Personalized communications help you achieve brand consistency, increase loyalty and customer retention, and drive spend.

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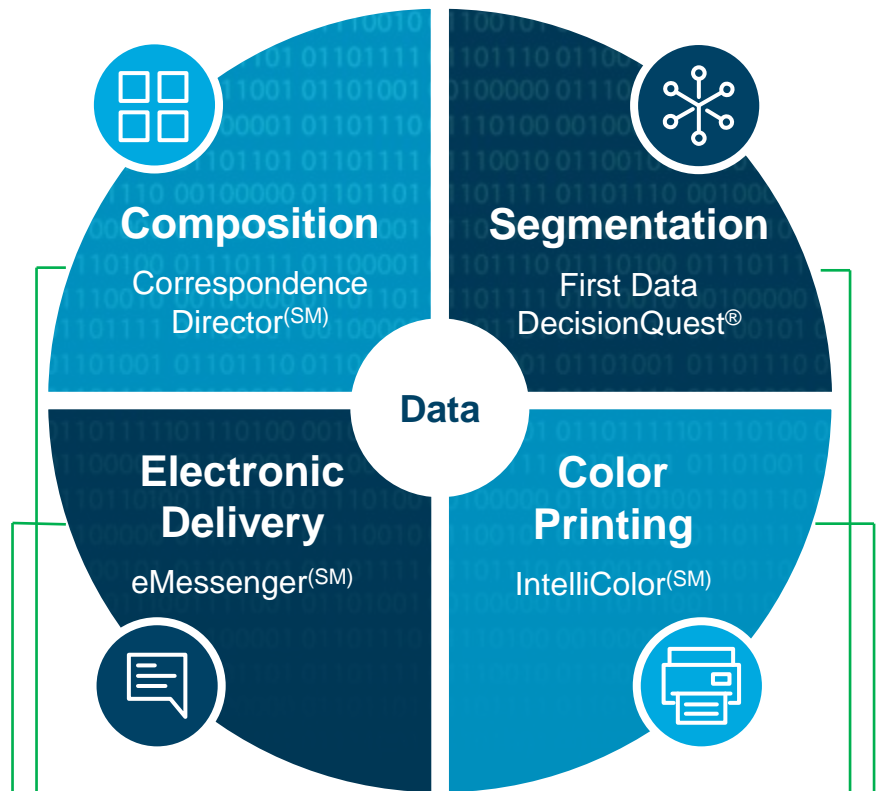
Four powerful tools. One platform.

## Features

Customer satisfaction and loyalty have a major impact on revenue and profitability. One key factor is the relevance and clarity of your customer communications. First Data can integrate with your CRM and marketing systems to provide life-cycle communications, targeted marketing and proactive alerts.

- A formatting engine with messaging control, design flexibility, and time-to-market advantages
- 1:1 marketing and decisioning enable you to communicate the right messages to the right customers – across all of your delivery channels
- Fully integrated color print capabilities with integrated MICR printing and selective perforation
- On-line billing and invoicing, e-Statements, e-Alerts, e-Notices, e-Letters, and text messaging capabilities

For more information, contact your Account Executive or visit [FirstData.com](http://FirstData.com).



**Correspondence Director<sup>(SM)</sup>** – A state-of-the-art composition platform with advanced document formatting capabilities.

**eMessenger<sup>(SM)</sup>** – A multi-channel electronic delivery solution capable of converting your customer communications to an electronic format.

**First Data DecisionQuest<sup>®</sup>** – Item-level decisioning allowing unique communications to each customer by offer, communication device, and product.

**IntelliColor<sup>(SM)</sup>** – Full color and variable MICR printing, as well as selective perforation capabilities for dynamic coupon offers.

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