



First Data[®] ReadyLiftSM Loyalty

More relevant and valuable customer rewards, with lower overall program costs.

First Data's **ReadyLiftSM Loyalty** solution enables you to recognize, entice, and engage your customers — and provides a powerful marketing and communications strategy for your program to have maximum impact.

Implement a successful loyalty program that recognizes customers with bank-funded rewards, and gives them a variety of ways to spend their earned points.

First Data provides a flexible, versatile rewards processing system that's customizable to:

- Meet your institution's retail objectives
- Vary loyalty recognition offerings by segment
- Establish an earning structure by transaction type
- Appeal to any cardholder segment you choose

Benefits to Your Business



Customer Relationships

Provide a wide-range of exciting, relevant rewards redemption offers that help attract new customers — and retain your existing customers.



Streamlined Operation

We make it easy for you to get started with comprehensive design implementation, program management, and fulfillment support that drives redemption.



Lower Costs

Our solution is funded primarily through the merchant, which means reduced costs for you to administer your loyalty program.

Program Features

Comprehensive Solution

Support for the most critical activities — base program, merchant-funded rewards, relationship loyalty, rewards fulfillment, and communication

Launch-Ready Program

Implementation and project management by First Data helps you to reduce the amount of resources required to go to market

Segmentation

Cardholder and transaction segmentation creates targeted programs.

Flexible Reward Options

Points, cash rebates, or choose from an online rewards catalog that features over 6 million reward choices — including merchandise, travel, event tickets, and experiential activities with rewards fulfillment.

Integration

With STAR STATION® for debit card portfolios.

Customizable Parameters

Our transaction eligibility parameters include seasonal, category specific, transaction amounts, signature and / or PIN, sales and / or cash advances.

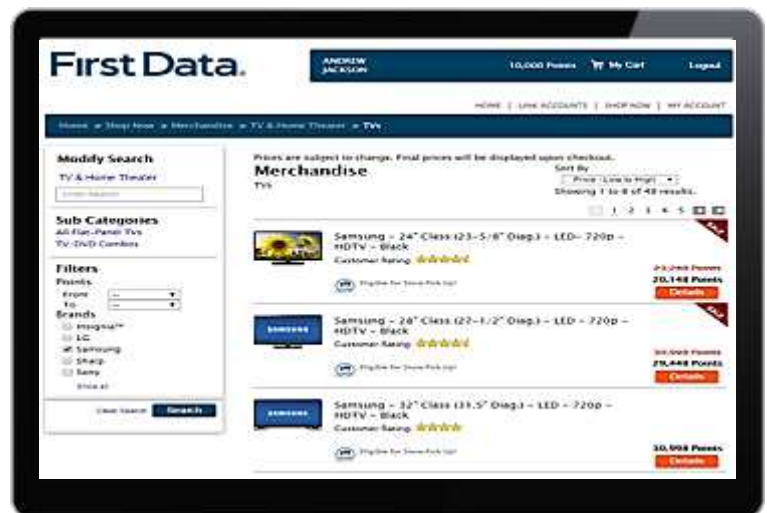
Rewards website

Mobile-enabled with HTML5 Responsive Design technology, so your pages look good on all devices — desktops, tablets, and phones.

For more information, please contact your Account Executive.

First Data®

ReadyLift™ Loyalty



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