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Diamond Valley FCU Turns to Fiserv for Statement Composition and Production

- | Credit union now sending statements with enhanced look and feel for greater member satisfaction
- | Statement Advantage from Fiserv helps credit unions transform account statements into communications tools with targeted messages, color and images
- | WC3, Web Client Control Center from Fiserv, makes it easy to manage content production, eliminating the need for additional IT resources

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that [Diamond Valley Federal Credit Union](#), based in Evansville, Ind., has implemented both [Statement Advantage™](#) and WC3[®] from Fiserv to transform its account statements and enhance member communication.

"As the leader in account processing, Fiserv is helping its clients transform traditional statements into dynamic marketing and educational tools that not only improve the member experience, but also drive cross-sell revenue and reduce costs for the credit union," said Mark Sievwright, president, Credit Union Solutions, Fiserv. "The member experience is enhanced dramatically when content and messages can be targeted at the individual level, with the potential to increase response rates. For example, a new parent may receive an offer for a 529 college plan, and a recent college graduate could get a message promoting a new car loan. Statement Advantage gives our clients the ability to speak to their members in a more personal manner so the monthly statement truly becomes a strategic aspect of the relationship."

Managing and delivering targeted content is also easy for Diamond Valley using the WC3 content management and production tool -- eliminating the need to engage busy IT resources. With WC3, Diamond Valley staff can manage message content, view production information, review and manage special handling instructions, track mailings, view real-time production reports and even conduct audit reviews.

In addition to enhancing member communications and driving new cross-sale opportunities, Diamond Valley can potentially see reduced operating costs using Statement Advantage. The solution can help Diamond Valley eliminate separate mailings, reduce warehouse, postage and shipping costs, and eliminate the need for preprinted inserts. By incorporating eAdoption messages on statements, Diamond Valley also has the opportunity to increase electronic delivery of documents, saving on the cost of printing and delivering paper statements.

"Using Statement Advantage from Fiserv allows us to help each of our members feel like they are our only member. That is a very powerful marketing tool," said Kimberlin Starks, vice president of Operations, Diamond Valley Federal Credit Union. "We are transforming our statements into marketing vehicles by combining transactional data with promotion and educational information — and our members are pleased with the results. They all like the new look and feel, and our aging members especially like the ease of reading the new statements. For us, our campaigns are now reaching the right members with the right offers at the right time."

Statement Advantage is fully integrated with Diamond Valley Federal Credit Union's XP2[®] account processing platform from Fiserv, allowing for faster implementation. Additionally, since statement data is fed straight from the account processing platform, production files stay within Fiserv, reducing the security risk for Diamond Valley. Diamond Valley has been a Fiserv client since 1985.

Additional Resources:

- | Diamond Valley Federal Credit Union — www.diamondvalleyfcu.org
- | Statement Advantage from Fiserv - <http://www.fiserv.com/customer-channel-management/output-solutions/statement-production.htm>
- | Output Solutions from Fiserv - <http://www.fiserv.com/customer-channel-management/output-solutions.htm>

About Diamond Valley Credit Union

Diamond Valley Federal Credit Union was founded in 1961 and currently has 4 branch offices, \$133 Million in assets and over 20,000 members. Diamond Valley is a community chartered credit union based in southern Indiana.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit www.fiserv.com.

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