fiserv.

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Fiserv Granted U.S. Patent for Customer Value Optimization Process

- Process enables clients using Predictive Scores solution to determine how to best allocate resources to improve the value of current customer relationships and increase the level of engagement and customer satisfaction

- Next-best product, service and treatment actions enhance value across multiple dimensions

- Leverages "Big Data" insights, unstructured-data mining and predictive analytics in a consortium architecture

BROOKFIELD, Wis.--(BUSINESS WIRE)-- Fiserv, Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that it has been granted a patent by the U.S. Patent and Trademark Office for a customer value optimization process in its Predictive Scores^{SM} solution. This is the second patent that has been awarded for Predictive Scores.

Using this newly patented process, financial institutions can benefit from the ability to proactively identify and approach customers with the optimum product, service or treatment they may need at the right time, through the appropriate channels. This can improve the current and future value of the customer, reduce their risk of attrition and increase satisfaction.

The patented process provides financial institutions with the ability to determine how best to allocate their resources to improve value and engagement with customers as well as improve overall customer satisfaction and loyalty. Customer Value Optimization elevates the ROI of traditional cross-sales programs to previously unattainable levels.

"Customer Value Optimization can provide a significant competitive advantage for our clients. By increasing satisfaction, loyalty and engagement among customers, our clients may become less susceptible to loss of market share and loss of value," said Danny Baker, vice president and general manager, Financial & Risk Management Solutions, Fiserv. "This patent is a prime example of the innovative ways Fiserv uses insights from Big Data in conjunction with predictive analytics to improve the financial performance for our clients."

Predictive Scores from Fiserv is a suite of solutions that enables financial institutions to identify and prioritize the customers or members who are most likely to be receptive to marketing and sales initiatives by optimizing the revenue potential of each customer or member, and by understanding the most relevant products and services they are most likely to buy. Through sophisticated analyses, Predictive Scores delivers highly targeted lists that improve campaign results and increase the return on marketing investment for traditional products and services, digital services, mobile payments and cards.

Additional Resources:

- Predictive Scores from Fiserv - http://www.fiserv.com/insights-optimization/predictive-analytics-services.htm

About Fiserv

This year, Fiserv, Inc. (NASDAQ: FISV) celebrates 30 years of leadership in financial services technology. As one of FORTUNE® magazine's World's Most Admired Companies, Fiserv is helping clients worldwide achieve best-in-class results by 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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