![FIS logo]

IS YOUR CCM TECHNOLOGY READY FOR THE WAVES OF CHANGE?

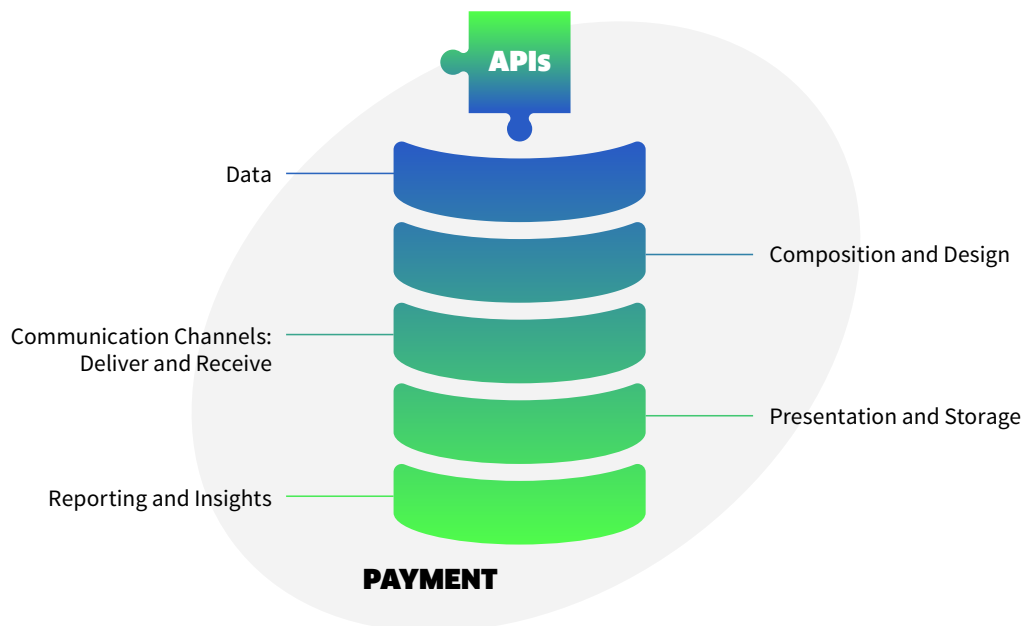## Now is the time to make changes and provide a great customer experience

The CCM environment has changed. We've transitioned from print to digital, multichannel into omnichannel, and now we're squarely focused on the customer experience across every transactional touchpoint. The consumer is pivotal in how and when communications are sent, with customer choice being at the center of every communication strategy. As a result, enterprises are looking to transition to Customer Experience Management (CXM) as part of their CCM strategy.

Businesses are challenged to deliver a consistent experience across all touchpoints, with no 'one source of truth' for all communications in the enterprise. Getting this delicate balance right is easier said than done. Change management and on-demand communication processes are lengthy and usually have little to no integration with CCM systems or other systems of record.

There are a lot of moving parts and there aren't any shortcuts. Avoiding any changes or upgrades is also not the answer. Creating a modern framework within which to upgrade or shift technology takes skill and the right partner.

For this reason, FIS® has built a CCM stack – Touch-CX™ – that allows you to augment your CCM environment at your pace all while developing your CXM strategy. You can add modules as you grow and transform, and Touch-CX allows you to integrate to existing systems via APIs.

THE FIS TOUCH-CX™ CUSTOMER COMMUNICATION STACK

APIs

Data

Composition and Design

Communication Channels: Deliver and Receive

Presentation and Storage

Reporting and Insights

PAYMENT

SECURITY | TRACKING | RECONCILIATION | DISASTER RECOVERY | SERVICES | CONSULTING

Furthermore, FIS has an entire **professional services** team to help each step of the way, since we understand that technology alone won't solve the issue. With **more than 20+ years of service**, FIS is the partner that has the **credentials, experience and services** to guide you through each change in your CCM journey, now and in the future.

We also provide extensive **customization** to ensure each module suits your needs, so you can meet any **cost-reduction** goals and reduce the impact on your own resources.

Rounding out your CCM needs, we have services to elevate all of your interactions and system requirements, including:

- **Payment** – integration across systems and touchpoints

- **Security** – every system, data process and environment has the highest security standards

- **Tracking** – each touchpoint can be tracked from data to delivery giving you the insight you need

- **Disaster Recovery** – robust DR systems are in place to ensure you're always able to send out those essential communications

- **Consulting** – our skilled and experienced consulting teams ensure you're always on track to achieve your goals

FIS has over 400 products that you're likely using in your current ecosystem. Touch-CX connects seamlessly and allows for API integration even if you're not using FIS payment, banking, merchant or wealth services.

Ask how you can consistently deliver a personalized CX by leveraging the power and breadth of the Touch-CX CCM stack and other great products from FIS.

TECHNOLOGY FOR BOLD IDEAS

THE PERFECT PARTNER TO HELP YOU

We meet you where you are and get you where you want to go.

We have the knowledge of the old, the equipment of the now and the vision of the future.

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