



# THE RETAIL GROWTH ADVENTURE

In the competitive world of retail, you're willing to go to heroic lengths to grow your business. To succeed, it's going to take strategic thinking, agility and the right set of fintech tools. If you're willing to bring the first two, FIS® can help you with the third. **We provide solutions for propelling retail growth.**



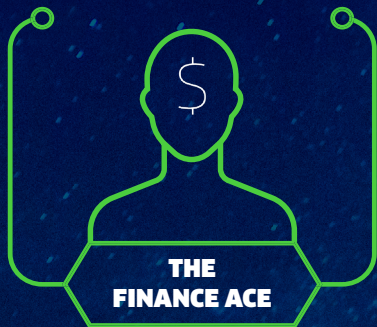
**LET'S GET STARTED**



# CHOOSE YOUR HERO

There's more than one leader who can help the team achieve victory.

Which one are you?



You're expertly juggling budgets, cash flow, inventory, overhead, payments, forecasts and financial statements while you mitigate risk, maximize shareholder value and ensure compliance with tax laws.

**PLAY THIS CHARACTER**



You're the one who keeps things running — putting the pieces in place to increase customer loyalty, drive customer retention and create a stellar customer experience. And you do it all while controlling costs and maximizing profitability.

**PLAY THIS CHARACTER**



When it comes to implementing and integrating the tech that keeps customers happy, data accessible, systems up, IT budgets down and everything secure — that's where you come in.

**PLAY THIS CHARACTER**



You're entrusted to guide and care for the organization's most precious assets: its customers. And you're doing good work — planning all aspects of customer interaction from in-store to online and ensuring they have an experience that will drive customer lifetime value.

**PLAY THIS CHARACTER**





# WELCOME TO THE QUEST FOR GROWTH



As a finance pro, you're dealing with your share of challenges. You have to keep a handle on the rising costs of goods. Stay on top of evolving regulations. Beat competition that's working hard to outmaneuver you. And above all — protect profitability.

**Which adventure will you choose to claim the growth you're seeking?**

**RESCUE CUSTOMERS FROM  
MEDIocre EXPERIENCES**

**MASTER OMNICHANNEL**

**SCALE THE PEAK  
OF EFFICIENCY**

[Back to heroes](#)





# WELCOME TO THE QUEST FOR GROWTH



Life in operations can be a balancing act. You're managing supply-chain disruptions. Working to shore up compliance. Actively addressing workforce shortages. And even while navigating those challenges, you always have your eyes on the mission: growing the business.

**Which adventure will you choose to claim the growth you're seeking?**

**RESCUE CUSTOMERS FROM  
MEDIocre EXPERIENCES**

**MASTER OMNICHANNEL**

**SCALE THE PEAK  
OF EFFICIENCY**

[Back to heroes](#)





# WELCOME TO THE QUEST FOR GROWTH



It's not easy being the central nervous system of the organization. You're not only bringing in all the information, you're protecting it as well. You're working to automate processes. Keeping things secure and running smoothly. Staying compliant. And you're always innovating to support your omnichannel experience.

**Which adventure will you choose to claim the growth you're seeking?**

**RESCUE CUSTOMERS FROM  
MEDIocre EXPERIENCES**

**MASTER OMNICHANNEL**

**SCALE THE PEAK  
OF EFFICIENCY**

[Back to heroes](#)





# WELCOME TO THE QUEST FOR GROWTH



You know that the path to creating the ultimate customer experience can be a rocky one. You're working to control rising customer acquisition costs. Making multichannel experiences consistent and seamless. Advancing technology and figuring how to stand out in an increasingly crowded market. All this while delighting your customers.

**Which adventure will you choose to claim the growth you're seeking?**

**RESCUE CUSTOMERS FROM  
MEDIocre EXPERIENCES**

**MASTER OMNICHANNEL**

**SCALE THE PEAK  
OF EFFICIENCY**

[Back to heroes](#)



# LET'S SAVE SOME CUSTOMERS

As the fuel for your company's growth, customers need your support. And taking care of them translates directly into building a stronger business. But be warned — they're easily distracted, have significant preferences and will abandon their carts.

By personalizing what customers see and giving each individual what they want, when they want it, you can turn average shopping experiences into amazing ones and transform indifferent browsers into brand loyalists.

- **Improving customer experience is the #1 goal of retailer digital transformation efforts<sup>1</sup>**
- **76% of customers said they were more likely to consider purchasing from brands that personalize<sup>2</sup>**

#### SOURCES

1. Global Retail Survey, IDC, 2023
2. The Value of Getting Personalization Right—Or Wrong—Is Multiplying, McKinsey, 2021

**[CLICK HERE TO CONTINUE YOUR CUSTOMER RESCUE MISSION](#)**

[Back to heroes](#)



# SEND CUSTOMERS ON THEIR OWN ADVENTURE

When it comes to personalizing experiences for your customers, you have a world of opportunity. In fact, only 16% of retailers are considered personalization leaders.<sup>1</sup>

Here are just a few of the benefits you'll uncover when you tailor shopping to the individual:

- Customers will feel like you know them and be more emotionally attached to your brand
- They'll be more likely to buy — and more likely to buy more
- You'll get a stronger ROI on your marketing efforts

**Tackle your first mission:**

**REWARD LOYALTY**

**BUILD YOUR  
DATA COMMUNITY**

**ACTIVATE  
REAL-TIME PAYMENTS**

**ARM THEM WITH CASH**

**PUT CARDS  
IN THEIR HANDS**

#### SOURCES

1. Retail Industry Personalization Survey, Adobe, 2022
2. Privacy Personalization Report, SmarterHQ, 2022

# 72%

of consumers say they only engage with personalized messaging<sup>2</sup>



# LET'S MASTER OMNICHANNEL EXPERIENCES

Customers are everywhere — on the web, in the stores, scrolling social, downloading apps. And they expect you to be everywhere as well, offering them multiple ways to shop, save and pay.<sup>1</sup>

That's a task that's easier said than done. Being in multiple places and providing a consistent experience in all of them is its own feat. It will take smart investments in the right technologies, an eye for innovation and lots of cross-functional collaboration. But those who master it put themselves leaps and bounds ahead of the competition.

- **Consumers picked contactless payments as the #1 feature to improve their in-store shopping experience<sup>1</sup>**
- **Customers in the U.S., the U.K., Germany and France reported they engage with retailers on at least 11 different touchpoints<sup>2</sup>**

#### SOURCES

1. Global Retail Consumer Insights Survey, IDC, 2022
2. What is Omnichannel Marketing?, Shopify, 2023

**[CLICK HERE TO CONTINUE YOUR OMNICHANNEL MISSION](#)**

[Back to heroes](#)



# GIVE CUSTOMERS A SMOOTH JOURNEY, NO MATTER HOW THEY'RE SHOPPING

As you continue to integrate digital and physical shopping experiences into one, your customers will thank you. In fact, up to 70% of customers said they rely on omnichannel shopping options.<sup>1</sup>

Here are just a few of the benefits of creating a seamless way to shop across platforms and channels:

- Higher conversion rates
- Greater customer stickiness
- Happier customers

**Tackle your first mission:**

**REWARD LOYALTY**

**ACTIVATE  
REAL-TIME PAYMENTS**

**ARM THEM WITH CASH**

# 58%

of consumers say the ability to easily reach customer service on the channel of their choice influenced their decision to purchase<sup>2</sup>

#### SOURCES

1. 7 Urgent Omnichannel Retail Trends for 2023, Adobe, 2022
2. 9 Retail Omnichannel Trends to Watch in 2023, Shopify, 2023



# READY TO SCALE THE PEAK OF EFFICIENCY?

Streamlining operations has always been good business, and it's even more critical in today's market. To do it well means leveling up your ability to adopt new technologies rapidly.

Cracking the code on how to best use AI will not only drive enhanced efficiency and productivity, it can mitigate financial and operational risks, maximize savings and ultimately nurture a more engaged and empowered workforce capable of delivering exceptional customer service.

## SOURCES

1. Retail Trends Report, DemandScience, 2022
2. Connected Retail Experience Study, 2023

- **50% of retail IT executives say they are likely to leverage AI within the next year<sup>1</sup>**
- **Retailers anticipate a significant increase in automation and expect up to 70% of routine tasks will be partially or fully automated by 2025<sup>2</sup>**

**[CLICK HERE TO CONTINUE YOUR MISSION FOR EFFICIENCY](#)**

[Back to heroes](#)



# TOP PERFORMANCE STARTS WITH TOP FINANCIAL TECHNOLOGY

From easier ways to collect payments, leveraging automation and making smart investments to bolstering fraud protection, increasing security and learning more from the data, the right financial technology goes a long way to help you run your business better.

**Generative AI tools** have the potential to bring in an annual value of \$400 billion to \$660 billion a year for the retail and consumer packaged goods industry<sup>1</sup>

**Sign up for your first mission:**

**MODERNIZE YOUR  
CREDIT-TO-CASH CYCLE**

**STREAMLINE THE  
PAYMENT PROCESS**

**TAKE CONTROL OF  
YOUR TREASURY**

**PUT CARDS  
IN THEIR HANDS**

**SOURCE**

1. The Economic Potential of Generative AI, MickKinsey 2023



**YOUR MISSION:**

## REWARD LOYALTY

When you implement a loyalty program, you're earning your customers' permission to market to them as well as giving them a compelling reason to make more purchases. In fact, more than 83% of consumers say belonging to a loyalty program influences their decision to buy again from a brand.<sup>1</sup>

### HOW TO COMPLETE YOUR MISSION:

Implement **FIS Premium Payback™**, the POS-integrated loyalty program that prompts cardholders to use their card reward points as currency for purchases in store and online.

With Premium Payback, you'll not only personalize the shopping experience and smash checkout friction, you'll gain the opportunity to easily experiment with creative promotional approaches and build on your brand story.



**What's next, adventurer?**

**TALK TO FIS ABOUT NEXT STEPS**

**TAKE ON A NEW ADVENTURE**

#### SOURCE

1. Loyal Shoppers Go the Extra Mile. <https://www.yotpo.com/the-state-of-brand-loyalty-2022/loyal-shoppers-go-the-extra-mile/>, 2021




**YOUR MISSION:**

## **MODERNIZE YOUR CREDIT-TO-CASH CYCLE**

When you put accounts receivable management software in place, you're putting processes, workflow and collaboration on autopilot. Plus, you're driving significant financial and operational benefits like increasing cash flow, mitigating risk and upgrading operational efficiencies.

### **HOW TO COMPLETE YOUR MISSION:**



Implement **GETPAID**, the fully integrated web-based accounts receivable software solution that uses AI and machine learning to create a foundation for continuous improvement in working capital.

And because GETPAID helps you reduce days sales outstanding (DSO), you can improve cash flow. You'll also be able to choose from our flexible delivery options including on premise, SaaS and private cloud.

**What's next, adventurer?**

**TALK TO FIS ABOUT NEXT STEPS**

**TAKE ON A NEW ADVENTURE**



## YOUR MISSION:

# STREAMLINE THE VENDOR PAYMENT PROCESS

Using checks for B2B payments means that annual check processing costs are a significant expense. Luckily, that's an expense that you can rid yourself of.

## HOW TO COMPLETE YOUR MISSION:

Get **Integrated Payables**, the web-based software that moves payable disbursements from check to electronic payment, reducing costs, eliminating the liability of housing bank account information and reducing paper records.

By opting for our virtual card rebate program, you can greatly reduce execution costs. In addition, our vendor enrollment service frees your accounts payable staff from the time-consuming task of reaching out to vendors to register them for electronic payment. With Integrated Payables, you'll transform your accounts payable department from cost center to revenue generator.



## What's next, adventurer?

TALK TO FIS ABOUT NEXT STEPS

TAKE ON A NEW ADVENTURE



**YOUR MISSION:**

# TAKE CONTROL OF YOUR TREASURY

With rising economic uncertainty and market volatility come new challenges. Cost mandates and regulatory scrutiny are forcing you to do more with less. But a clear view can help you take charge of what's happening.

## HOW TO COMPLETE YOUR MISSION:

Implement **FIS Treasury and Risk Manager**, our award-winning treasury management system. You'll get greater visibility and control around cash and liquidity management, risk management, hedge accounting, FX, interest rate and commodity derivatives management, in-house banking and netting, payments, regulatory reporting, cash forecasting and more. And it's all backed by the strength, security and stability of the world's largest solutions provider.



**What's next, adventurer?**

**TALK TO FIS ABOUT NEXT STEPS**

**TAKE ON A NEW ADVENTURE**



**YOUR MISSION:**

## **PUT CARDS IN CUSTOMERS' HANDS**

Fulfillment, security, personalization — all of this and more makes credit and debit card production complex. But when done right, cards can engage customers more fully and give you real-time data you can use to make your products and programs even better.



### **HOW TO COMPLETE YOUR MISSION:**

Implement **FIS Card Production Services**, a cost-efficient, print-on-demand solution that not only helps you mitigate risk with best practices but also maximize operational and cost efficiency. Plus, you'll ensure secure, on-time credit card production while gaining valuable card program insights.

**What's next, adventurer?**

**TALK TO FIS ABOUT NEXT STEPS**

**TAKE ON A NEW ADVENTURE**



**YOUR MISSION:**

## **BUILD YOUR DATA COMMUNITY**

Every day, customers are feeding you data about what they like, what they don't, what they want and what will inspire them to purchase. And that's just the tip of the iceberg. To harness all that information, you need to aggregate it and analyze it in smart ways.



### **HOW TO COMPLETE YOUR MISSION:**

Implement **FIS Engagement Platform**, a real-time custom data platform (CDP) with a suite of capabilities and insights that supports every aspect of data management. You'll have access to dynamic data visualizations and dashboards. You'll easily identify new opportunities, spot trends and track the critical metrics and KPIs most relevant to your business.

**What's next, adventurer?**

**TALK TO FIS ABOUT NEXT STEPS**

**TAKE ON A NEW ADVENTURE**



**YOUR MISSION:**

## ACTIVATE REAL-TIME PAYMENTS

Provide your cardholders with innovative technology that enables secure, real-time access to their money at ATMs and POS locations nationwide to help you optimize net revenue, increase interchange revenue, reduce transaction costs and ensure compliance.



### HOW TO COMPLETE YOUR MISSION:

Implement **NYCE Payments Network**, the way to deliver real-time payments within a secure, flexible payments infrastructure tailored to meet your evolving needs. You'll be able to offer cash back, achieve lower all-in costs than standard credit, increase average sales transactions and boost customer satisfaction.

**What's next, adventurer?**

**TALK TO FIS ABOUT NEXT STEPS**

**TAKE ON A NEW ADVENTURE**



**YOUR MISSION:**

## **ARM CUSTOMERS WITH CASH**

What's safer than cash, more convenient than checks and easier to get than a credit card? A prepaid card.



### **HOW TO COMPLETE YOUR MISSION:**

Work with FIS on **Prepaid Solutions**. You'll be able to produce, issue and manage prepaid cards in any form including traditional plastic cards, tokenized cards in a digital wallet or credit within an app. Not only will your customers have safer and more convenient payments, you'll streamline and simplify your business operations.

**What's next, adventurer?**

**TALK TO FIS ABOUT NEXT STEPS**

**TAKE ON A NEW ADVENTURE**