



UChoose Rewards from Fiserv Offers New In-Store Pick-Up Redemption Options

February 8, 2012

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced new redemption options for its award-winning [UChoose Rewards](#)® program. UChoose Rewards supports both consumer and small business market segments for both debit and credit card programs. It is an innovative program that allows financial institutions to select from merchant-funded, issuer-funded or a blended rewards programs.

UChoose Rewards now offers its participants the option to redeem rewards via a new web-enabled, in-store pick-up redemption option. The in-store pick-up option allows participants to order merchandise online as usual, but instead of waiting for items to be shipped, participants can pick them up at participating retailers. The merchandise will normally be available within 20 to 45 minutes with no waiting in line, thanks to reserved parking spaces and dedicated check-out lines. Currently this option is available for reward items redeemed at [Best Buy](#)™ with additional retailers to be added in the near future.

Since launching the UChoose Rewards in-store pick-up option, nearly 30 percent of cardholders redeeming rewards for merchandise at Best Buy choose the in-store pick up option. The average time between order placement and notification of in-store pick-up availability was 23 minutes.

"With rewards at the top of consumers' shopping list when they are selecting credit cards, issuers need a way to make their rewards programs stand out," said Ken Paterson, vice president, Research Operations, Mercator Advisory Group. "UChoose Rewards from Fiserv improves the immediacy of rewards, while featuring the brand recognition of retailers that consumers trust."

"UChoose Rewards has always been about choices," said Holly Krest, senior vice president, Loyalty Solutions, Fiserv. "Our financial institution clients have choices in the type of UChoose Rewards program they offer, including issuer-funded, merchant-funded or blended; participants have loads of choices in rewards; and now participants have choices in redemption options as well. At Fiserv, we are always looking for innovative ways to make the program even better and bring more choices to our clients and their cardholders."

Also available is a new e-certificate redemption option, which gives participants immediate access to their rewards. This option allows participants to redeem points for a gift card reward, but rather than waiting for a plastic gift card to arrive in the mail, an e-certificate is available immediately for download. Currently there are more than 80 merchants offering e-certificates, with more expected soon.

Additional Resources

- UChoose Rewards from Fiserv - <http://bit.ly/xaF6uU>
- Best Buy - <http://www.bestbuy.com/>

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit www.fiserv.com.

FISV-G

Media Relations:

Julie Nixon
Senior Public Relations Manager
Fiserv, Inc.
678-375-3744
julie.nixon@fiserv.com

or

Additional Contact:

Wade Coleman
Director, Global Communications
Fiserv, Inc.
678-375-1210
wade.coleman@fiserv.com

Source: Fiserv, Inc.

News Provided by Acquire Media