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## Notifi from Fiserv Enables Financial Institutions to Deliver Real-Time, Actionable Alerts When People Need Them Most

- | New Notifi alerting platform helps financial institutions provide instant information, and then allow recipients to take immediate action directly from the alert
- | Alerts can be delivered through multiple channels, including smartphones or wearable devices, so recipients can conveniently monitor their finances
- | Home Federal Bank and C&F Bank will be utilizing Notifi

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, has launched a platform for the delivery of real-time alerts, enabling financial institutions to meet growing expectations among consumers and small businesses for information that is timely and actionable. Notifi<sup>SM</sup> from Fiserv consolidates information from across a financial institution's systems into a central hub from which alerts are distributed. Customers can choose the types of alerts they receive, how and when they are received, and can take action directly from the alerts.

Notifi can provide alerts on every aspect of a customer's financial institution relationship, from a low balance on a deposit account to a pending loan payment to a suspicious credit card transaction. Customers can choose to receive alerts via email, text, a secure online inbox, or push notifications delivered through their mobile banking app.

In today's information-saturated landscape, financial institutions are finding it increasingly difficult to compete for attention through traditional channels. This is why platforms like Notifi, designed to align seamlessly with people's technology preferences and devices, are critical for breaking through and fostering engagement. By delivering information when and where people want it most - such as on smartphones or wearable devices - Notifi provides financial institutions with an opportunity for increased exposure and customer connection.

"More than half of online consumers will receive financial alerts by 2019," said Mark Schwanhauser, director of Omnichannel Financial Services, Javelin Strategy & Research. "It will be critical for banking alerts to find a way to stand out amid the flurry of notifications from social media and utility apps like calendars, games, etc. In order to rise above the digital noise, financial institutions must focus on developing information that is relevant, immediate, digestible and actionable."

[Home Federal Bank](#) in Nebraska views the addition of alerting capabilities as an essential part of their overall digital banking strategy. With the acquisition of four additional branches in January 2016, the bank has locations spread across a much wider geographical area, which has sharpened their focus on digital as a critical relationship channel.

"We're located in a competitive market where the average age is 35 to 39," said Lisa Harris, COO, Home Federal Bank. "These people are buying cars and homes and they are asking for capabilities like alerts that help them manage their finances. For many of them, their phone is their primary source of information. With Notifi we can be a partner that is keeping them informed and stand out as a leader in 24/7 digital banking."

[C&F Bank](#) in Virginia will be offering Notifi to meet customer expectations and enhance efficiency.

"Our customers are rapidly adopting mobile banking and, no matter their age, they have expectations of immediacy. With Notifi we can deliver the information our customers want, when they want it," said Rodney Overby, CIO, C&F Bank. "We also see advantages from a customer service standpoint. About half of the calls we receive are balance or transfer-related. Providing updates via alerts helps eliminate some of those basic calls so our employees can focus on more complex and higher value inquiries."

Both Harris and Overby cite the security benefits that alerts can offer through the faster discovery and prevention of potentially fraudulent activities as a major advantage of Notifi. A video in which they share the benefits of alerts for their customers and organizations can be viewed at [Fiserv.com/NotifiClientVideo](#).

Notifi from Fiserv can be integrated across multiple products, consolidating information from systems including the core account processing platform, online banking, mobile banking, lending, and debit and credit cards into a central hub. Information flows to the hub in real time, eliminating delays in the delivery of information. This central hub further streamlines the alerts process by capturing all of a customer's preferences and reducing information redundancy across channels.

"Alerts allow financial institutions to rise above the clamor and reach customers at the pace and place of their choice," said Jamie Deterding, senior vice president, product management, Bank Solutions, Fiserv. "Notifi empowers alert recipients with real-time insights and the ability to take action, putting them in the driver's seat of their financial lives."

In a world that is moving faster than ever before, Fiserv helps clients deliver solutions that are in step with the way people live and work today - financial services at the speed of life. Learn more at [TheSpeedofLife.com](http://TheSpeedofLife.com).

## Additional Resources

- | Notifi - [Fiserv.com/Notifi](http://Fiserv.com/Notifi)
- | Client Testimonial Video - [Fiserv.com/NotifiClientVideo](http://Fiserv.com/NotifiClientVideo)

## About Fiserv

Fiserv, Inc. (NASDAQ: FISV) enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more than 30 years, Fiserv has been a global leader in financial services technology. Fiserv is a FORTUNE 500 company and in 2016 was honored to be named a FORTUNE magazine's World's Most Admired Company for the third consecutive year. In 2015 the company was recognized among Forbes magazine's America's Best Employers. For more information, visit [Fiserv.com](http://Fiserv.com).

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