



Financial Institutions Enhance Customer Experience and Drive Growth with Cloud-based CRM from Fiserv

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Built on Microsoft Dynamics 365, the Enteract customer relationship management platform enables integrated sales and service for retail and commercial banking

BROOKFIELD, Wis., June 29, 2021 – [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, has launched EnteractSM, a new, cloud-based customer relationship management (CRM) platform for financial institutions.

Built on Microsoft Dynamics 365, Enteract enables financial institutions to grow market share and deepen customer relationships by providing bankers with insights to customer data and activity, while streamlining service processes and customer onboarding. Enteract features a Microsoft Azure-based integration framework that synchronizes customer data with back-end systems and enables real-time process integration across core banking, enterprise content management and digital channels.

“We selected Enteract as an important enabler of our digital transformation journey,” said Scott Watson, CIO at Northwest Bank, a \$14 billion institution with over 160 branch locations across Pennsylvania, New York, Ohio and Indiana. “The sales and service efficiencies will enhance the overall customer experience across retail and commercial banking. Importantly, Enteract complements numerous other Fiserv and Microsoft technologies we use, and the platform provides Northwest flexibility to adapt as we continue growing.”

More than 1,600 Northwest employees will use Enteract to serve customers and develop new business – including commercial relationship managers and mortgage loan officers in the field, bankers in branches, agents in contact centers, and support staff in the back-office.

“Our continued investment in technology goes hand-in-hand with how we enable success for our teams and customers,” said John Golding, Sr. EVP of Consumer and Business Banking at Northwest Bank. “We’re implementing Fiserv technology to make it easy for our team to deliver exceptional customer experiences while unlocking growth and value in the communities we serve.”

“We’ve innovated banking CRM solutions on Microsoft Dynamics 365 to help our clients execute sales and customer relationship strategies,” said David Dervish, director and general manager of CRM Solutions at Fiserv. “With Enteract, we’ve used Fiserv industry expertise and the latest cloud-native features from Microsoft to provide deep integration with banking systems, enabling more customer service and onboarding capabilities in addition to powerful new sales and marketing features.”

Enteract will also be part of the upcoming Microsoft Cloud for Financial Services, which Microsoft announced in February 2021.

“Enteract is a powerful new banking-specific CRM solution that will help financial institutions elevate customer experiences and accelerate growth,” said Bill Borden, corporate vice president of Worldwide Financial Services at Microsoft. “The deep integration Fiserv provides between Enteract and core banking systems is critical to delivering a holistic view of customer relationships and streamlining end-to-end sales and service processes within Microsoft Dynamics 365. We look forward to the value this will bring to the industry and our mutual customers.”

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 [fiserv.com](#).

Additional Resources

- Enteract from Fiserv - [co/enteract](#)

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover® cloud-based point-of-sale solution. Fiserv is a member of the S&P 500® Index and the FORTUNE® 500, and is among FORTUNE Magazine World’s Most Admired Companies®. Visit [fiserv.com](#) and [follow on social media](#) for more information and the latest company news.

About Northwest Bank

Headquartered in Warren, Pennsylvania, Northwest Bancshares, Inc. is the holding company of Northwest Bank. Founded in 1896, Northwest Bank is a full-service financial institution offering a complete line of business and personal banking products, employee benefits and wealth management services, as well as the fulfillment of business and personal insurance needs. As of December 31, 2020, Northwest operates 162 full-service community banking offices and eight free standing drive-through facilities in Pennsylvania, New York, Ohio and Indiana. Northwest Bancshares, Inc.’s common stock is listed on the NASDAQ Global Select Market (“NWBI”). Additional information regarding Northwest Bancshares, Inc. and Northwest Bank can be accessed on-line at [www.northwest.com](#).

Media Relations:

Marcus Hardy
Manager, Communications
Fiserv, Inc.
801-823-5534
marcus.hardy@fiserv.com

Additional Contact

Ann S. Cave
Vice President, External Communications
Fiserv, Inc.
678-325-9435
ann.cave@fiserv.com