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## Fiserv Announces Aperio Teller Seller

- | New solution shifts branch teller's focus from transactional to customer-centric
- | Automated tools extend teller function to deepen customer relationships and improve the teller's ability to introduce appropriate new products
- | Available to global financial institutions, regardless of core platform

**Brookfield, Wis., 25 October, 2010 - Sibos Stand A634 - [Fiserv, Inc.](#)** (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today the availability of its latest branch solution, Aperio™ Teller Seller. With Aperio Teller Seller from Fiserv, branch tellers are given the information to add to transaction handling the ability to perform key service and cross-sell activities appropriate for the end-customer's needs. The solution provides automated tools that optimize the teller function within a financial institution. This customer-centric focus will enable tellers to contribute to winning business for the bank, build brand image and maintain customer loyalty. Aperio Teller Seller is integrated with the [Signature™](#) bank platform from Fiserv, and is a customer interaction management solution available to global financial institutions, regardless of core provider.

"Financial institutions realise that the branch is still the optimal place to take advantage of one-to-one contact with customers, but need to shift from a transaction-only mindset to one that is focused on serving the end-customer and providing them with the opportunity to purchase relevant banking products. To accomplish this, the bank's employees must have access to customer-specific knowledge," said Tony Catalano, division president, Bank Solutions, Fiserv. "Aperio Teller Seller arms financial institutions with tools so that the front line knows the customer and can turn each interaction into an opportunity to delight that customer and increase revenue through cross-sales."

Aperio Teller Seller is powered by a business process engine foundation that automates customer awareness and campaign solicitation with intelligent prompts, on-screen campaign information and customer engagement histories. Additionally, the solution offers generation of referrals, a cross-channel customer engagement history and a record of significant events in the customer/financial institution relationship.

Aperio Teller Seller is a browser-based, thin client, complimentary companion to Aperio from Fiserv. Aperio is a next generation business process management and customer interaction management/CRM solution that provides financial institutions with the ability to enable customer centricity. A true cross-channel solution, it integrates and automates business processes and tracks customer interactions across multiple channels including branch, contact centre, A™, internet and mobile. Built on a Microsoft technology foundation, Aperio gives organisations the capability to make decisions proactively about how to proceed with a customer based on real-time data.

"Microsoft is committed to bring the best customer experience and collaboration platform to the financial services community with longstanding, strategic partners such as Fiserv. We are excited to underpin Fiserv solutions with the mission critical yet cost effective platform of Windows Server 2008 and SQL Server 2008." said Karen Cone, general manager, Worldwide Financial Services, Microsoft. "With Aperio running on Microsoft technology, financial institutions will improve their customer knowledge and will be able to design innovative marketing strategies that will allow them to differentiate in the market."

### About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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