



## Press Release

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For Immediate Release

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### **Staley Credit Union Recognized for Superior Cardholder Engagement with Award From Fiserv**

**BROOKFIELD, Wis., October 6, 2016** – [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, presented [Staley Credit Union](#) (SCU), a client since 2009, with the Cardholder Engagement Award (CEA) at Fiserv Forum in Phoenix last month.

The CEA recognizes financial institutions that demonstrate a high level of cardholder engagement – meaning members tend to keep their SCU-issued cards at the top of their wallet when electing to make debit or credit transactions. Lawona Wilson, debit and check card manager at SCU, accepted the award from Kathy Herziger-Snider, Ph.D., vice president, Market Development, Card Services, Fiserv, and Angel Siorek, vice president, Product Strategy, Card Services, Fiserv.

“We work with many remarkable credit unions that have a laser focus on the needs of their members, so selecting a recipient for this award was not an easy decision to make,” said Jayne Berthelsen, senior vice president, Product and Market Development, Card Services, Fiserv. “Staley Credit Union has demonstrated exceptional commitment to cardholder engagement and card portfolio growth using CardVision<sup>SM</sup>.”

CardVision from Fiserv provides financial institutions with the information they need to analyze its card portfolio, better understand its cardholders and build deeper, stronger relationships with them – ultimately improving card performance and portfolio profitability. Through consistent measuring of metrics, growth and participation in monthly debit activation campaigns and twice-a-year usage promotions, SCU significantly increased its portfolio growth.

Over the past three years, SCU has seen an 18 percent increase in point of sale (POS) active cards, 26.4 percent increase in transactions, and two additional swipes per card. SCU’s focus on cardholder engagement means its members benefit from real-time financial



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management, increased fraud and risk protection, and the ability to seamlessly make the transactions they need to. Through CardVision, Fiserv keeps SCU's cards top of wallet for member transactions, increasing its members' loyalty to the SCU brand and interchange revenue while driving deeper member relationships and a better member experience.

"We're honored to receive this award from Fiserv," said Kim Ervin, chief financial officer, SCU. "Meeting our members' financial needs is at the forefront of everything that we do, and Fiserv provides us with the products we need to make engaging members seem almost effortless. We look forward to continuing our partnership with Fiserv and are excited about what the future holds."

In addition to the CEA, Fiserv presented SCU with a \$500 donation in the credit union's name to a cause-oriented organization of its choice – YMCA Backpack Attack – to provide children in need with school supplies.

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:

- CardVision – [www.fiserv.com/cardvision](http://www.fiserv.com/cardvision)

### 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 this year 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).

### About Staley Credit Union

Staley Credit Union (SCU) is a not-for-profit financial cooperative, owned by the members and operated solely for their benefit. Currently, membership at SCU is open to individuals who live or work in the Illinois counties of Macon, Moultrie, Piatt, DeWitt and Shelby and the Indiana counties of Tippecanoe, Carroll, Clinton, Montgomery and White. SCU also serves employees and their families of qualifying Select Employee Groups (SEGs) nationwide. For more information, visit [www.staleyku.com](http://www.staleyku.com).

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