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## Fiserv White Paper Offers Strategies to Achieve a Compelling Mobile Banking ROI

Paper examines the value proposition for financial institutions to move from basic mobile functionality to next generation mobile services

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ:FISV), a leading global provider of financial services technology solutions, today announced the release of a white paper that explores the potential return on investment (ROI) for financial institutions that expand mobile banking beyond foundational services. The complimentary whitepaper, "Next Generation Mobile Banking: Transactions Increase Potential Return on Investment," can be downloaded at [www.fiserv.com/mobile-ROI](http://www.fiserv.com/mobile-ROI).

As consumer interest in mobile banking and payments continues to increase, financial institutions have responded by implementing basic mobile banking and payments services such as the ability to check account balances, locate ATMs and make bill payments. Many financial institutions have recognized a positive ROI from these foundational services, and would like to project the potential value of adding additional transactional capabilities such as person-to-person payments or remote deposit capture. The ability to project ROI is essential to building the business case for new mobile banking investments.

The Fiserv white paper outlines how financial institutions can project return on mobile banking investment by focusing on four value propositions:

- | **Increased Customer Retention** — According to CEB TowerGroup research, mobile banking customers are half as likely to leave when compared to online banking customers<sup>1</sup>;
- | **Reduced Channel Costs** — Mobile banking enables the migration of customers from high cost offline channels to the lower cost to serve mobile channel;
- | **Transaction Generation** — Mobile banking use encourages value-generating activities such as increased debit card usage;
- | **Expanded Customer Base** — Financial institutions can expand their customer bases simply by offering mobile banking.

The paper also summarizes two ways financial institutions can maximize ROI by offering more transactional mobile banking capabilities:

- | **Greater Mobile Adoption** — Adding new features increases adoption because customers find the service more useful, and enhanced functionality allows customers to shift interactions away from higher cost banking channels;
- | **New Revenue Sources** — Financial institutions can generate new revenue streams through next generation mobile banking services including person-to-person (P2P) payments, remote deposit capture (RDC), merchant-funded offers and other cross-selling opportunities.

"With mobile adoption continuing to grow, banks and credit unions are looking for ways to quantify the success of the mobile channel," said Erich Litch, division president, Digital Channels, Fiserv. "By adding capabilities that customers view as useful, innovative and convenient, banks and credit unions can continue to drive adoption while also bolstering potential return on investment."

### Additional Resources:

- | "Next Generation Mobile Banking: Transactions Increase Potential Return on Investment," white paper — [www.fiserv.com/mobile-ROI](http://www.fiserv.com/mobile-ROI)
- | "Breaking the Mobile Banking Glass Ceiling" white paper — [www.fiserv.com/mobile-adoption](http://www.fiserv.com/mobile-adoption)

## About Fiserv

Fiserv, Inc. (NASDAQ:FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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<sup>1</sup> CEB TowerGroup, SunTrust Consumer Mobile Banking Value Analysis: Finally, Quantitative Results!, Boston, MA: CEB, 2010, Page 5

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