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Fiserv Partners with Micronotes to Bring Clients a Measurable Boost in Digital Cross-Sales

- | Micronotes Cross-Sell for digital channels is an alternative to legacy advertising methods, using intelligent cross-sell interviews to drive sales
- | Customer interview responses enable pinpoint retargeting of future interviews and social media advertising to improve relevance and expand the financial institution's digital footprint
- | Lightweight integration installs quickly and managed service model requires no increase in marketing headcount

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today it has partnered with Micronotes to provide its clients with Micronotes[®] Cross-Sell[™], a technology-enabled service leveraging data analytics and interview technology to personalize banking and deepen customer relationships.

Deployed online or via the mobile channel, the Micronotes process is an alternative to online advertising with fast automated interviews that engage customers in a brief question and answer session designed to personalize cross-sell offers. Initial targeting is accomplished using data analytics, retargeting is based on individual interview responses.

When customers log on, they are identified and served a qualified interview. After three questions, or about 10 seconds, customers are made an offer that contemplates all previous interview responses. If a customer chooses an offer, the order is either fulfilled online or the lead and interview notes are automatically transferred to the front line for direct follow-up. Micronotes generates 10 times the number of qualified leads compared to typical online advertising methods and drives engagement, cross sales and retention.

"Consumers are migrating to online and mobile en masse and financial institutions are making significant investments in these channels and expecting a return on those investments," said Ken Patrick, senior vice president, Revenue Enhancement Solutions, Fiserv. "Our mission at Fiserv is to help our clients improve their performance by better serving their customers. We accomplish that mission by identifying targeted campaign opportunities to match new and existing products to underserved segments. By combining our consulting process, the world class online, mobile, and cross and multi-channel marketing technology of Fiserv, and Micronotes, we are able to deliver the solutions that financial institution customers want and need."

Complementing the comprehensive suite of digital cross-sell technologies from Fiserv, Micronotes brings fast, automated interviews to online and mobile banking to fill the gap between digital advertising and live chat. In addition, Micronotes Cross-Sell helps financial institutions improve customer relationships and enhance management decision making with detailed campaign reports on customer activity and leads generated by segment. Lead information can also be imported into CRM systems, including EnAct[™] from Fiserv, to distribute leads to bankers, manage follow-up activities and provide closed-loop visibility from lead to sale. Micronotes also complements Aperio[™] and Next Multi-Channel Marketing from Fiserv, by offering an interview marketing component to the customer engagement capabilities of these solutions.

Additional Resources:

- | Micronotes - <http://micronotes.com/Home>
- | Revenue Enhancement Solutions from Fiserv - <https://www.fiserv.com/insights-optimization/revenue-enhancement-solutions/micronotes-cross-sell-digital-channels.aspx>

About Micronotes

Micronotes is a digital marketing SaaS company that serves financial institutions with tools to deepen relationships with existing customers through effective cross-selling. Micronotes' targeted interview technology combines big data analytics with the closing power of in-branch sales interviews to turn the online channels into actionable cross-sell lead generators.

About Fiserv

This year, Fiserv, Inc. (NASDAQ: FISV) celebrates 30 years of leadership in financial services technology. As one of FORTUNE® magazine's World's Most Admired Companies, Fiserv is helping clients worldwide achieve best-in-class results by 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.

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