

April 4, 2012



## **Fiserv White Paper Evaluates How Mobile Access is Reshaping Banking Across Channels**

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](http://www.fiserv.com), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced the release of a white paper exploring how the rapid adoption and evolution of mobile banking is impacting the way consumers are utilizing other banking channels. The complimentary whitepaper, "Snacking, Lunching and Fine Dining: How Mobile is Reshaping Every Banking Channel," can be downloaded at [www.fiserv.com/mobile-reshaping](http://www.fiserv.com/mobile-reshaping).

As consumers shift more interactions and transactions to the mobile channel, it is impacting the ways they interact via other banking channels, both digital and traditional.

The Fiserv white paper equates consumers' interactions through the mobile, online and branch channels to snacking, lunching and fine dining. Mobile banking is similar to snacking, perfect for quick, on-the-go interactions. Online banking, like lunching, involves more in-depth interaction but is still predominantly focused on self-service. The branch can serve up the equivalent of a fine dining experience – ideal for special occasions requiring personal interaction and consultation.

The Fiserv white paper provides information and strategies to help financial institutions maximize the value of the mobile financial services channel, as well as address the resulting changes in other channels. Readers will gain specific insight into:

- Two key phenomena that are reshaping multi-channel banking: information convergence and interaction specialization;
- How the mobile channel is evolving from informational to transactional;
- The differences, and connections, among mobile, online and branch banking;
- Tips on how to create the optimum multi-channel user experience.

At the Fiserv client conference, Fiserv Forum, taking place in Las Vegas, April 22 – 25, a session titled "Mobile Financial Services – Snacking, Lunching, Fine Dining" will provide additional insights into the content covered by the white paper. The session will be co-presented by Serge van Dam, vice president, Mobile Solutions, Fiserv and Steve Shaw, vice president, Strategic Marketing, Fiserv, who will provide a research-based view of how consumers look at banking channels, and make investment recommendations for banks and credit unions based on this information.

“The unrivalled growth of mobile banking is fundamentally changing the way consumers interact with their financial institutions, impacting everything from the online banking site to the branch and everything in between,” said Shaw. “It is important for financial institutions to have a multi-channel strategy that anticipates these market shifts. This will enable them to serve consumers across their channels of choice in the way they choose to use them.”

#### **Additional Resources:**

- Snacking, Lunching and Fine Dining White Paper – [www.fiserv.com/mobile-reshaping](http://www.fiserv.com/mobile-reshaping)
- Fiserv Forum - <http://bit.ly/H8BHIw>

#### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

(FISV-G)

#### **Media Relations:**

Ann Cave  
Manager, Public Relations  
Digital Channels and Electronic Payments  
Fiserv, Inc.  
678-375-4039  
[ann.cave@fiserv.com](mailto:ann.cave@fiserv.com)

or

#### **Additional Contact:**

Wade Coleman  
Director, Global Communications  
Fiserv, Inc.  
706-225-9233  
[wade.coleman@fiserv.com](mailto:wade.coleman@fiserv.com)

Source: Fiserv, Inc.