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## **Granite State Credit Union Revitalizes Statements, Improves Targeted Messaging With Statement Advantage From Fiserv**

- Statement Advantage helps increase the power of member touchpoints by transforming documents into a dynamic marketing and educational tool
- Integration of Statement Advantage into DNA real-time account processing solution from Fiserv was key to credit union's selection

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Manchester, N.H.-based Granite State Credit Union has successfully implemented Statement Advantage™ from Fiserv for document composition, production and delivery of both printed and electronic statements to members.

"We no longer live in a world of one size fits all marketing," said Jorge Diaz, President, Output Solutions, Fiserv. "One size fits one marketing is expected by consumers and – when done well – delivers more value and improves member satisfaction. The scale, security and flexibility of Fiserv allows us to help financial institutions achieve their business communication goals and align with the way their members live and work."

According to InfoTrends research, consumers read statements for five minutes and nearly 40 percent of consumers want their statements personalized. Delivering statements is more than providing data. It's an opportunity to educate members and cross sell relevant products and services when they need them most – when a life event occurs.

"Statement Advantage has enabled our credit union to put a greater focus on communicating in an eye-catching and more impactful and timely way to our members," said Michele Plaza, Executive Vice President, Chief Information Officer at Granite State Credit Union.

"Integration into our account processing platform, DNA™, was key to our selection, and the streamlined implementation process only reinforced that we made the right decision."

Statement Advantage is fully integrated with Fiserv account processing platforms for maximum efficiency and security.

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:**

Statement Advantage from Fiserv – <https://www.fiserv.com/customer-channel-management/output-solutions/statement-production.aspx>

## **About Granite State Credit Union**

Granite State Credit Union has been providing financial products and convenience banking services to residents and businesses in New Hampshire for over 70 years. Founded in 1945 as the Utility Workers Credit Union, and renamed to Granite State Credit Union in 1974, we encourage anyone who lives or works in New Hampshire, and is looking for a progressive, friendly financial partner with integrity, to join our vibrant membership base. For more information, visit [www.gscu.org](http://www.gscu.org).

## **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 leader in financial services technology, and today is among FORTUNE® magazine's World's Most Admired Companies and Forbes magazine's America's Best Employers. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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