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## Nearly 600 Financial Institutions Select Statement Advantage from Fiserv

*Targeted transactional communications differentiate financial institution brands and drive customer engagement*

BROOKFIELD, Wis.--(BUSINESS WIRE)-- Today's consumers use their financial services statements as an important tool for account updates, as well as managing budgets and expenses, maximizing savings, and planning for the future. [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, is now working with nearly 600 banks and credit unions that have selected Statement Advantage™ from Fiserv to transform statement print and e-delivery operations and drive engaging, communications consumers value.

According to Fiserv Insights: Ninth Annual Consumer Billing Preference research, consumers – regardless of preferred channel – spend more than an hour annually reviewing their statements. Statement Advantage differentiates financial institution brands and enhances transactional communications to millions of customers and members through document composition, production and delivery.

“In today's fast-moving world, people want to engage in personalized experiences that anticipate their financial needs rather than be inundated with what they see as junk mail,” said Cliff Skelton, president, Output Solutions, Fiserv. “Statement Advantage allows financial institutions to connect with consumers whenever and wherever they choose, with the information they value most, empowering them and deepening their trust in their provider.”

Security Bank, with more than \$186 million in assets in Dyersburg, Tenn., and five sister banks, previously printed statements in-house, and now relies on Fiserv to create visually appealing statements with customized branding and highly targeted communications for both print and digital delivery.

“Although we are a community bank, our customers have expectations of products and services you might find from larger institutions, and we're able to offer those because of innovative products from Fiserv,” said Jarad Agee, chief information technology officer, Security Bank. “We have branches throughout western Tennessee, and Statement Advantage allows us to effectively reach individual customers right down to the branch level.”

Leader Bank, with more than \$1 billion in assets in Arlington, Mass., chose Statement Advantage to elevate day-to-day communications with a more personal approach for its customers.

“Utilizing Statement Advantage sets us apart from our competition by offering our customers a sleek, aesthetically pleasing statement, and also communicating with them in ways we weren’t able to before,” said Jessica Shaffer, vice president of Product Development, Leader Bank. “Our communications are now personal to resonate with customers who are most interested in using our products and services.”

Statement Advantage is fully integrated with most Fiserv account processing platforms, document archives, image archives, and online banking systems 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 [fiserv.com](https://www.fiserv.com).

#### **Additional Resources:**

- Statement Advantage from Fiserv – <https://www.fiserv.com/customer-channel-management/output-solutions/statement-advantage.aspx>
- How Technology Is Shaping Consumer Use of Documents and Cards – <https://www.fiserv.com/resources/technology-shaping-consumer-use-documents-cards-research-paper.aspx>

#### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) enables clients worldwide to create and deliver financial services experiences that are in step with the way people live and work today. For more than 30 years, Fiserv has been a trusted leader in financial services technology, helping clients achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and insights and optimization. Fiserv is a member of the FORTUNE<sup>®</sup> 500 and has been named among the FORTUNE Magazine World's Most Admired Companies<sup>®</sup> for four consecutive years, ranking first in its category for innovation in 2016 and 2017. For more information, visit [fiserv.com](https://www.fiserv.com).

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