



Bill Pay as an Acquisition Tool

Underbanked Financial Services Forum

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Fiserv Bill Payment Universe

Online bill payment through banks, biller direct sites and mycheckfree.com

On demand payments through IVR and online

Electronic bill presentment at bank and biller sites

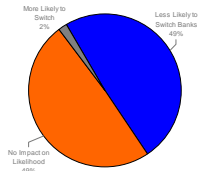
Walk-in bill payment through 16,000 locations including 3,700 Wal-Mart stores

Fiserv processes over 1.4 billion bill payment related transactions per year



Online Bill Pay Encourages Longer Tenures with Bank and Positive Word of Mouth Among Customers

In terms of switching banks or credit unions, has your experience with online bill pay made you:



67% of Online Bill Pay users would recommend it to a friend or relative

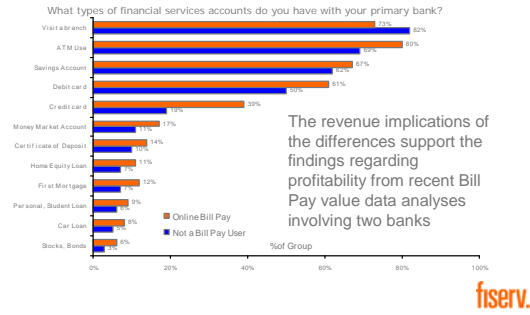
Over the past 3 months, 38% of Online Bill Pay users recommended it an average of 2 times

% Less likely to switch up from 43% last year

Fiserv sponsored Consumer Lifecycle Research, SunTrust Study, 2008



Business Case for Online Bill Pay: More Banking Services Except Higher Cost Branch Visits



Walk-In Bill Payment Overview

Walk-in bill payment is a recurring destination chore
 Represents 6% of total bill payment transactions



Consumers who use this service:

- Prefer to pay bills in person using cash
- Like to get a receipt as proof of payment
- Have a distrust of banks and related fees
- Prefer to pay bills where they also can cash checks



WIBP Can Help Retail Agents Acquire Customers

Benefits:

- Drive traffic to your retail location
 - Acquire repeat business
- Benefit from additional sales opportunities
 - Convenience purchases
 - Incremental revenue
- Increased customer loyalty and satisfaction
 - Valuable community service



One convenience store attributes > 50% of all product sales to bill payment customers

Recurring Destination Chore



Large Regional Chains – The Need for WIBP

Overall Retail Goal:

- Provide alternative financial services to address a demand from their consumer base and growing underbanked community

Strategy:

- Chains developing financial services strategy (Money Centers)
- Providing walk-in bill payment service within the financial center

Results:

- Increase in overall retail business
- Increase customer loyalty and satisfaction

Concern is providing an opportunity for a customer to visit a competitive location to conduct a recurring chore

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In-Lane Bill Payment

Large retailers realize they are losing business by not providing walk-in bill payment



Challenged because many don't have a dedicated service center that can focus on financial services

In-Lane Bill Payment is a Solution:

Enables consumers to conveniently pay bills at the checkout lane of a retail outlet at the same time other household items are purchased.



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Bill Payment - Summary

A recurring chore that is generally conducted at the same location

- Online, check in mail, walk-in, IVR

Benefits of offering bill payment:

- Customer retention/loyalty
- Customer acquisition
- Cross sell
- Community service

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