



New Card Expert Analytics Platform from Fiserv Allows Financial Institutions to Get Card Smart

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Card Expert provides intuitive insights on debit and credit card portfolio economics as well as on cardholder behavior within the digital, ATM and contact center channels

BROOKFIELD, Wis., November 17, 2020 —[Fiserv Inc.](https://www.fiserv.com) (NASDAQ: FISV), a leading global provider of payments and financial services technology solutions, has launched a business intelligence platform that enables financial institutions to optimize their card portfolio by harnessing market intelligence along with business and cardholder data.

Card ExpertSM from Fiserv aggregates key data and delivers actionable insights in easy-to-use, interactive dashboards, providing financial institutions with the information they need to make critical business decisions about the performance and profitability of their card portfolio.

“Card Expert does all of the initial analytical work and allows us to view portfolio data in a clear, consistent and comprehensive platform,” said Betty Nonn, senior vice president of general operations at Madison, Wisconsin-based State Bank of Cross Plains. “With quick access to such strong analytical information, we can use our data to better understand our customers’ card behaviors and identify strategies and incentives to drive increased utilization.”

With Card Expert, financial institutions have access to a holistic view of their business including debit and credit transaction data, mobile app and ATM usage, risk management, loyalty program performance, contact center interactions, alerts and notifications. Dashboard galleries and customizable views of critical trends and key metrics can power growth and remove the guesswork from portfolio optimization.

“Financial institutions are facing unprecedented market conditions that leave no room for fumbling in the dark,” said Himanshu Patel, Executive Vice President, Card Services at Fiserv. “With Card Expert they can access tangible insights to guide business decisions and help build stronger customer relationships.”

Organizations without a data analyst on staff will appreciate the robust business intelligence capabilities of Card Expert. The “Ask Card Expert” feature allows users to type in portfolio questions using natural language to launch powerful custom-data queries. Card Expert then proactively monitors critical key metrics and sends real-time, data-driven alerts; providing instant intelligence on portfolio metrics that are exceeding or under performing.

“The better we understand our customers the better we can serve them,” said Derek Hayes, Assistant Vice President, Cards and Payments, at South Bend, Indiana-based 1ST Source Bank. “Card Expert allows us to easily access the data that is relevant and critical for our organization so we can identify potential gaps in service and maximize marketing efforts.”

In a world moving faster than ever before, Fiserv helps clients deliver solutions 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

- Card Expert: <https://fisv.co/2lmorba>

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover[®] cloud-based point-of-sale solution. Fiserv is a member of the S&P 500[®] Index and the FORTUNE[®] 500, and is among the FORTUNE World’s Most Admired Companies[®]. Visit [fiserv.com](https://www.fiserv.com) and [follow on social media](#) for more information and the latest company news.

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