

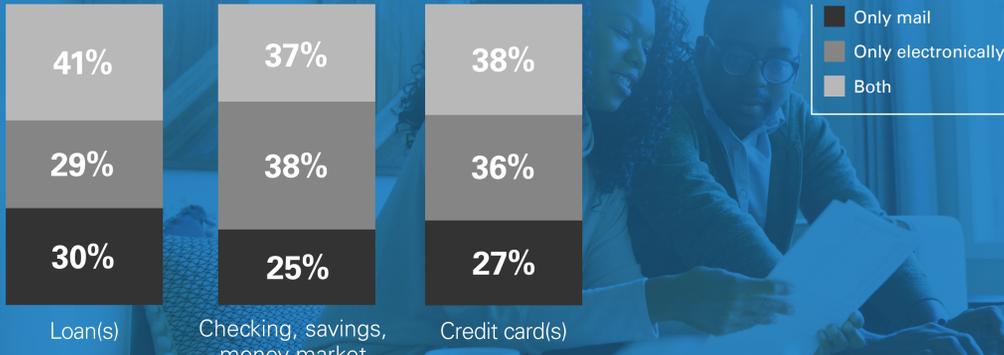


# Connect and Engage

Drive engagement, digital adoption and revenue with intelligent experiences for your consumers.

There's more than one way to deliver statements – and reach accountholders.

How consumers receive statements



Source: Fiserv 2019 Expectations & Experiences Household Finances Survey

Whatever the delivery method, accountholders spend serious time with their monthly statements.



4:00\*



Paper statements (Refers to checking, savings, money market or CD accounts)

4:00\*

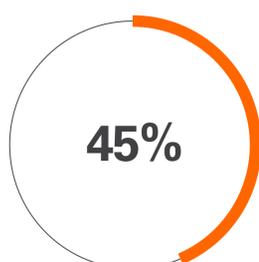


Electronic statements (Refers to checking, savings, money market or CD accounts)

That's a captive audience for 45 to 50 minutes per year.

\*Fiserv 2019 Expectations & Experiences Household Finances Survey

## Who spends the most time with paper statements?



of **baby boomers** (53–71) spend 6+ minutes with account statements. (Checking, savings, money market, or CD)



of people with **more than \$1 million in investable assets** spend 6+ minutes with credit card statements.



of **seniors** (72+) spend 6+ minutes with account statements. (Checking, savings, money market or CD)



You've got your accountholders' attention.

### Why do people choose paper statements over electronic?\*

- I need a paper copy for **records and/or taxes**
- They're **easier** to read
- I'm worried about **security**



### Why do people choose electronic statements over paper?\*

- They're more **environmentally friendly**
- They're **easier** to read
- I don't want to **file paper**



Understand what your accountholders want.

\*Fiserv 2019 Expectations & Experiences Household Finances Survey

And meet them where they are.

37% of consumers



remember seeing personalized messages on statements or bills

## Who's most likely to remember your message?

49%

of **millennials** remember seeing personalized messages on statements or bills



47%

of **urban consumers** remember seeing personalized messages on statements or bills

Make every connection count with **Statement Advantage**™ from Fiserv. We can help you drive engagement, accelerate digital delivery and create memorable experiences.

#### Connect With Us

For more information about Statement Advantage, call 866-963-4877, email getsolutions@fiserv.com or visit fiserv.com.

The data included here are drawn from the Fiserv quarterly consumers trends survey, Expectations & Experiences: Household Finances, Fiserv 2019. Some of the results presented here reflect survey questions that were posed to subsections of the total sample. The full survey methodology is available at <https://www.fiserv.com/expectations-experiences-research.aspx>. More information is available upon request.



Fiserv, Inc.  
255 Fiserv Drive  
Brookfield, WI 53045

866-963-4877  
262-879-5322  
getsolutions@fiserv.com

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