

# **FINANCIAL INSTITUTION PARTNER TOOLS**

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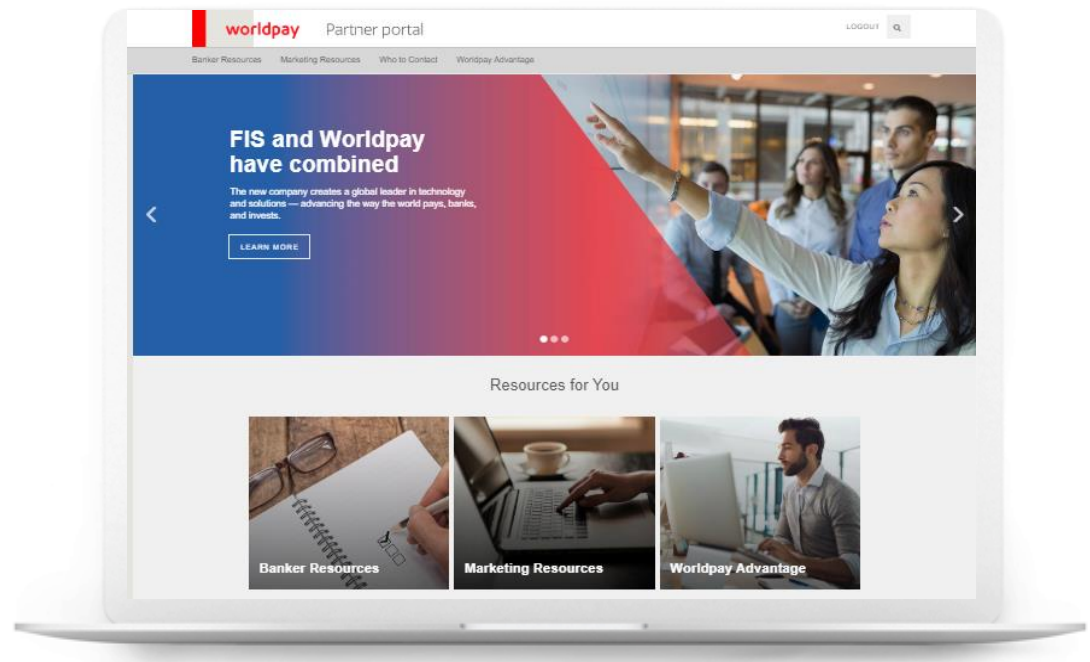
# Worldpay Partner Portal

A one-stop resource for bankers to learn about newsletters, download marketing resources, videos, and much more. Register today for immediate access!

## Registering

- When registering for the first time, you will need to create a user name (must be your company email address) and password.
- You will receive a temporary password after registering via email which you use to login for the first time.
- You will also input your mobile phone number. The system will prompt you for a second verification (one-time password) which is a six digit number that will be sent to your mobile phone number.

[LOGIN](#)



# Forum Newsletter

Bank partner focused

Quarterly distributed via email

Topics include:

- Product updates
- Industry trends
- New marketing materials
- Upcoming webinars
- Social media content

Current and past issues archived in  
Worldpay Partner Portal

The screenshot shows the top portion of a newsletter. At the top, there is a red header with the Worldpay logo and social media icons. Below the header is a large image of four business professionals (three men and one woman) standing together, looking at a laptop. Below the image, the text reads: "Welcome to the summer edition of Forum" and "August 2018". A red button labeled "Partner Portal" with a right-pointing arrow is positioned below the text. The main content area has a red background. It features a section titled "The new Worldpay brand" with a small image of a woman in a white shirt talking to a customer. The text below the image describes the new brand identity and lists resources available in the Partner Portal. Below this is a section titled "Smart terminals" with a small image of a payment terminal. The text describes the SmartPay Series and provides a "Check it out" button. The final section is titled "Drone Pay" with a small image of a woman holding a package. The text describes the Drone Pay proof-of-concept and its benefits.

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**Welcome to the summer edition of Forum**  
August 2018

[Partner Portal >](#)

### The new Worldpay brand

We have officially united under the name Worldpay and have launched our new brand – a fresh identity in the global payments market. Our new tagline is “Advancing the ways the world pays.” Our new brand symbolizes a renewed commitment to providing more of what you look for in a payments partner – insightful expertise, seamless delivery, valued relationships, and customer growth.

New resources are available! Check the Partner Portal to download the [Worldpay logos and brand guidelines](#), and to access our updated [website copy recommendations](#). [Co-branded business cards](#), [brochure collateral](#), and much more are available. Contact your [Partnership Manager](#) or [Sales Representative](#) with any questions.

Thanks for your support as we continue our brand transition.

[Find out more >](#)

### Smart terminals

Our SmartPay Series is now available. Smart terminals coupled with pre-loaded business applications and payment processing gives businesses the security, support, and versatility to accept payments. Contact your Partnership Manager for collateral and more information.

[Check it out >](#)

### Drone Pay

The future of consumer drone delivery is at our fingertips. Last month, Worldpay unveiled a prototype design that could help pave the way for drone delivery around the world – Drone Pay! Worldpay’s Drone Pay proof-of-concept uses EMV contactless payment card technology to verify the identity of the recipient, ensuring a package is delivered to the right person at the right address. With the ultimate goal of increasing the security of ecommerce deliveries, Drone Pay is well positioned to take flight.

*Request the Forum Newsletter from your Partnership Manager if you aren't receiving it quarterly.*

# Research & Insights

Worldpay's Research & Insights focus on industry trends and statistics that are specific to the financial institution industry, not just merchant services.

## Bank-partner focused

- Infographics
- Case studies and reports
- Webinars

## Past topics include:

- Winning with Small Business
- Impact of Rising Rates
- Future of Small Business
- Commercial Banking and Payments

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from FIS

**RETHINKING MERCHANT SERVICES**  
for today's financial institutions

### What value does your financial institution hold for your business customers?

It's a question worth exploring. Historically, financial institutions have played a big role in the lives of small- and mid-sized businesses, offering everything from specialized checking and savings accounts to lending services and, of course, merchant services.

But the emergence of non-bank competitors leveraging new payment technologies is changing how some businesses view their primary financial partner. Nimble and unencumbered by many of the regulatory burdens facing traditional financial institutions, FinTech and other companies are able to deliver many of the services today's business want, in a more streamlined and cost-efficient way.

Extreme competition and rapidly changing market conditions are pressuring financial institutions to take additional steps to close the gap between their offerings and customers' expectations. They can do this by using the unique advantages they hold over newer competitors—established customer relationships, customer trust, and robust risk management and data tools—used to enhance existing offerings.

One such offering is merchant services. Merchant services can be the cornerstone upon which a long-term customer relationship is built. That's why it's critical for institutions to make knowledgeable and informed choices for both merchant services programs and payment processing.

### Technology & Personal Data

The Internet of Things: Drones, voice, and chat

**IoT** Consumers give thumbs-up to drone delivery  
Most consumers were happy to receive delivery via drone, though for some, that was dependent on the retailer providing insurance, or if the service was free. 60% of consumers surveyed are at least open to the idea.

**WE ASKED**  
Boomers (50-69 year olds) were least impressed by the idea, with 3% stating they wouldn't be happy with drone delivery. Younger generations had the least resistance to the idea, with 26% of Gen Z respondents and 13% of Millennials rejecting the idea.

**WE ASKED**  
If you bought an item online and were offered delivery by drone, would you agree to it?

69% Yes	30% Not only if it was free, but I'd like to be tracked by the retailer	27% I would if it was free	3% Not likely to use
31% No	22% Not interested	0% I don't see how it'll be able to deliver to my address	

**IoT** Customer service via direct chat  
It's always been important to connect with customers in the way they feel most comfortable communicating. Along with in-store help desks, call centers and email support, studies are finding that they can best connect with customers via direct chat functionality. Whether powered by a human or automated via artificial intelligence (AI), chat bots are helping retailers speak to customers in the format they've come to favor.

59% of US consumers surveyed have used a direct chat function to get more information on a product or service when shopping on a retailer's website. Men (67%) are more likely than women (52%) to have "chatted" with a retailer online. Millennials (55%) were more likely as Boomers (38%) to have used a retailer's chat service.



Millennials (76%) were twice as likely as Boomers (38%) to have used a retailer's chat service.

**WE ASKED**  
How was your online chat experience?

46% It was really good	26% It was just OK
15% It was too slow	13% It didn't solve the problem I had

**IoT** Voice-activated devices go mainstream  
In what may potentially become the most intuitive consumer interface of them all, voice-activated devices have emerged to capture US consumer engagement. From smart homes to smart cars, from smart homes to smart industries, voice-activated interfaces are seemingly everywhere. Voice interfaces are succeeding due to major advances in voice recognition technology and artificial intelligence (AI).

Though there are still detractors and legitimate privacy concerns, voice interfaces are here to stay with continued expectations for growth. Fully half of US consumers said they currently have a voice-activated digital assistant. Of those who don't currently, 35% "likely" or "definitely" plan to purchase one within the next year.