

Depth. Focus. Service.

About Us

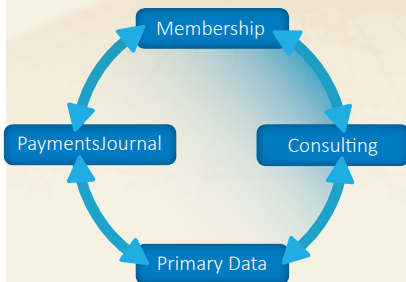
Mercator Advisory Group is the trusted advisor for the payments industry globally, charting the course for sustained growth and profitability and delivering fact-based insights and advice.

Our commitment and exclusive focus on the payments industry enable us to consistently provide highly relevant content and exceptional value for your research expenditure.

Mercator Differentiators

- Quality and quantity of our research
- Analysts focused 100% on payments
- Extensive client relationships
- Breadth and depth of coverage
- Strong industry relationships
- Analyst interaction throughout the membership term

Membership Life Cycle



CUSTOMER INTERACTION ADVISORY SERVICE

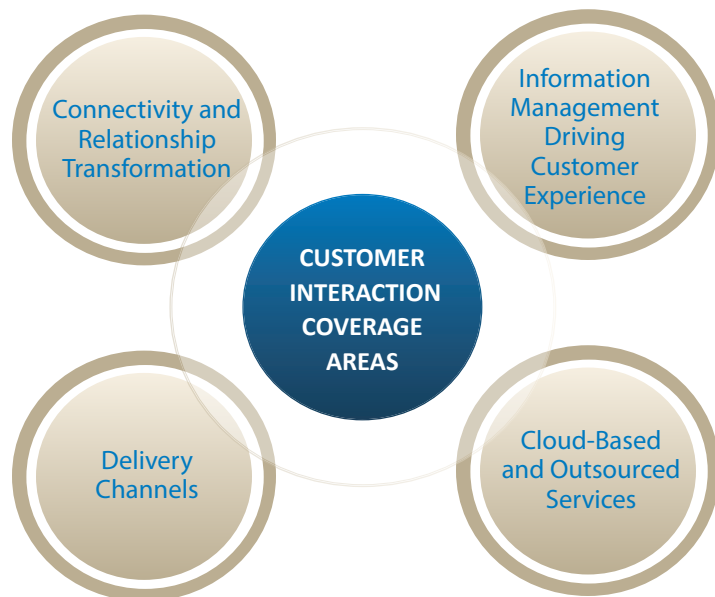
Customer Interaction Advisory Service

Mercator Advisory Group's Customer Interaction Advisory Service concentrates on the variety of contact instances financial institutions, merchants, and solution providers cultivate with their clients. We explore how delivery strategies, marketing, operational processes and technological innovations combine to create enhanced customer experiences, drive improvements in financial instrument capabilities and expand revenue growth opportunities.

Our research focuses on the use of traditional and next-generation financial service delivery channels to serve existing customers and onboard prospective customers with payment products, lending, deposit accounts, consumer credit, financial wellness services, and data security services.

Understanding the wide scope of challenges presented to market participants, we provide strategic guidance leveraging our practical understanding of payments and financial services, and continuous review of product-centric and service-oriented approaches.

Customer Interaction Coverage Areas



Market Dynamics: Analysis and Reporting

DELIVERY CHANNELS ATM Mobile Online Branches Contact Center POS	CONNECTIVITY AND RELATIONSHIP Mobile devices Tablet Wearables IoT PFM
INFORMATION MANAGEMENT DRIVING CUSTOMER EXPERIENCE Analytics Data Driven Decision Systems Solution Sets BOTS & Machine Learning	CLOUD-BASED AND OUTSOURCED SERVICES Vendors Platforms

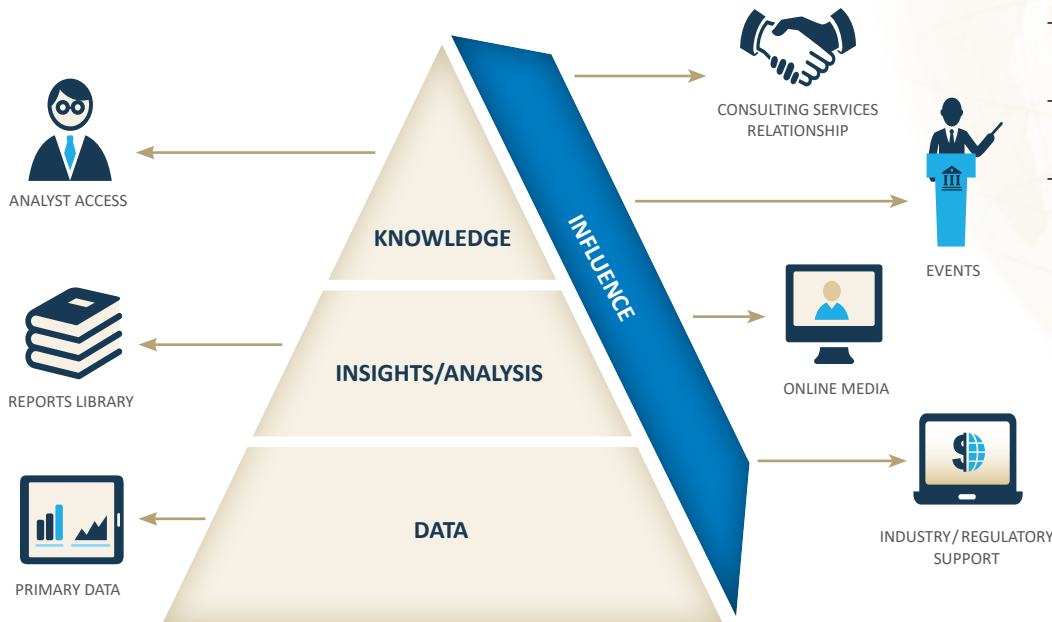
Mercator Advisory Group Deliverables:

- 20 research documents annually
- Related PowerPoint charts
- Direct, unlimited access to subscribed service area research team
- Access to all previous research
- 15 login IDs
- One dedicated day of analyst time
- Direct, limited access to all research teams

Mercator Advisory Group Benefits. We:

- Uncover new opportunities
- Deliver pragmatic insights
- Have a strong brand and independent market position that clients can leverage
- Function as an extension of staff
- Efficiently deliver industry consulting projects
- Offer unmatched depth, focus, and service

Engagement Deliverables



Contact Information

Mercator Advisory Group, Inc.
 8 Mill and Main Place, Suite 150
 Maynard, MA 01754

781-419-1700 Main Phone
 781-419-1701 Fax

MERCATOR
 ADVISORY GROUP