



## ACI Worldwide and Greenwich Associates to Help Banks Drive Customer Experience and Digital Banking Programs

November 1, 2018

*Alliance offers banks access to market-leading assessments and research*

NAPLES, Fla.--(BUSINESS WIRE)--Nov. 1, 2018-- [ACI Worldwide](#) (NASDAQ: ACIW), a leading global provider of real-time [electronic payment and banking solutions](#), today announced a strategic alliance with Greenwich Associates, a market intelligence and advisory services firm for the financial services industry, to further assist banks in their customer experience and digital banking journeys. Banks utilizing ACI's [digital banking](#) and [payment solutions](#) can tap into the expertise of Greenwich Associates and evolve their customer experience programs to more effectively drive business outcomes.

The alliance provides banks with Greenwich Associates customer experience audits and digital banking benchmark assessments at no cost, to identify their strengths and weaknesses. By identifying their competitive differentiators and vulnerabilities, banks can make strategic, customer-centered moves to increase their market share.

"With unprecedented disruption in the marketplace, banks that focus on digitizing and improving the customer experience will reap significant rewards," said Steve Busby, CEO, Greenwich Associates. "Our studies have shown that 58 percent of small business and middle market banking customers believe that digital capabilities are very important when selecting a financial institution while 80 percent of retail banking customers cite 'excellent' satisfaction ratings for being easy to do business with. This alliance with a market leader like ACI will allow banks to understand and strengthen their competitive positioning vis-à-vis customer experience and digital banking to ultimately deliver improved business results."

"We consistently hear from organizations across the world about the need to improve their customer experience through digitization," said Carolyn Homberger, president, global sales, ACI Worldwide. "It is often difficult to perform a self-assessment relative to the marketplace and these insights will help our customers maximize their investment in ACI solutions."

Financial institutions have an opportunity to become central to their customers' day-to-day banking transactions. Although the payments landscape is changing at lightning speed, these changes bring as many advantages as they do challenges. With ACI's Universal Online Banker (UOB), banks benefit from the depth of product functionality, security features, branding and pricing by customer type that previously only large financial institutions could offer the business customer base. With ACI's solution, banks can outperform their competition and successfully vie for cash management market share.

Meet ACI at AFP, booth # 1107, November 4-7, McCormick Place Convention Center, Chicago. For more information, please visit: [ACI Worldwide at AFP](#).

### About ACI Worldwide

ACI Worldwide, the [Universal Payments](#) (UP) company, powers [electronic payments](#) for more than 5,100 organizations around the world. More than 1,000 of the largest financial institutions and intermediaries, as well as thousands of global merchants, rely on ACI to execute \$14 trillion each day in payments and securities. In addition, myriad organizations utilize our [electronic bill presentment and payment](#) services. Through our comprehensive suite of software solutions delivered on customers' premises or through ACI's [private cloud](#), we provide real-time, [immediate payments](#) capabilities and enable the industry's most complete [omni-channel payments](#) experience. To learn more about ACI, please visit [www.aciworldwide.com](#). You can also find us on Twitter [@ACI\\_Worldwide](#).

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