

First Performance Expands Digital Engagement Platform with Self-Service Controls for Non-Card Account Types

ATLANTA, GA – July 31, 2020 – First Performance, a global provider of digital-first payments technology, today announced the introduction of self-service controls for non-card accounts to enhance cardholders and card issuers digital capabilities. The card control feature has been a staple for self-service and protecting one's payment instrument for years. Now, that same control has been extended to include new account types beyond cards, such as current accounts, savings accounts, and Pre-Authorized Contributions (PAC) savings accounts.

The consumers' need to take an active part in their financial well-being is stronger today than ever before. Recent studies conclude that [67% of consumers prefer self-service](#) digital channels over speaking to an operator. This accelerated shift to digital by the consumer has set the expectations with financial institutions to deliver relevant and easy to use digital, self-service banking tools. And banks recognize that an exceptional customer experience is critical in today's competitive payments industry.

According to a recent [Future of Finance](#) report, most financial institutions are spending up to twice as much as they need to on IT. As banks engage in digital adoption to improve efficiency and the customer experience, they need to understand their customer preferences and how to deliver those solutions with speed to market and little development resources. Self-service controls for non-card account types are just one example of the support and development that banks need from their partners for innovation that meets the needs of the consumer.

By adding more controls to new account types, First Performance has opened a new avenue of revenue for the bank, and themselves. As use cases for new self-service controls and digital banking tools grow, so, too, does the demand for banks to deliver those solutions. First Performance continues to extend the Platform with new digital features that draw the interest, and partnerships, of financial institutions globally. Helping their banking partners increase digital engagement, attract and retain more profitable customers, and significantly improve their customers' experience.

About First Performance

First Performance is an enterprise software company that developed an API Platform that delivers the next generation of card controls and digital engagement. We empower financial institutions and their cardholders to use, manage, and control their finances digitally and in real-time. The platform integrates with institutions' existing digital channels through a suite of APIs and works across all card portfolios. Deployment options include on-site, cloud, and hybrid models. For more information, please visit [First Performance](#).

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