# Fiserv Product Management: A Journey of Innovation

Driving excellence in international payments and audit applications through strategic product management.

# Navigating the International Payment Ecosystem

## Swift Overview

Gained comprehensive understanding of the Swift international payment ecosystem. Focused on mastering the intricacies of cross-border financial systems.

## Tech Challenges

Addressed complex technological challenges inherent in international financial systems. Emphasis on security, regulatory compliance, and real-time processing.

# Revamping the International Payment System

**1** Strategic Analysis

Conducted extensive competitor and market analysis, resulting in actionable strategic insights.

**2** Enhanced UI/UX

Revamped the user interface and user experience, achieving a 10% reduction in customer inquiries.

**3** Product Optimization

Introduced a new module that enhanced product optimization by 10%, leading to significant performance improvements.

**4** Customer Acquisition

Boosted customer acquisition by 15% through targeted marketing campaigns and improved product offerings.

# Audit Application: Transforming Financial Oversight

**Digital Transformation**

**Automated Compliance**

**Swift Integration**

**Machine Learning**

Spearheaded digital transformation of audit processes for enhanced efficiency. Implemented machine learning for advanced fraud detection and risk assessment.

# AI Integration: Revolutionizing Payment and Audit Systems

### Fraud Detection

Enhanced fraud detection capabilities by 30%, minimizing financial losses and improving security.

### Transfer Speed

Increased transfer speed by 15%, ensuring faster and more efficient transactions for users.
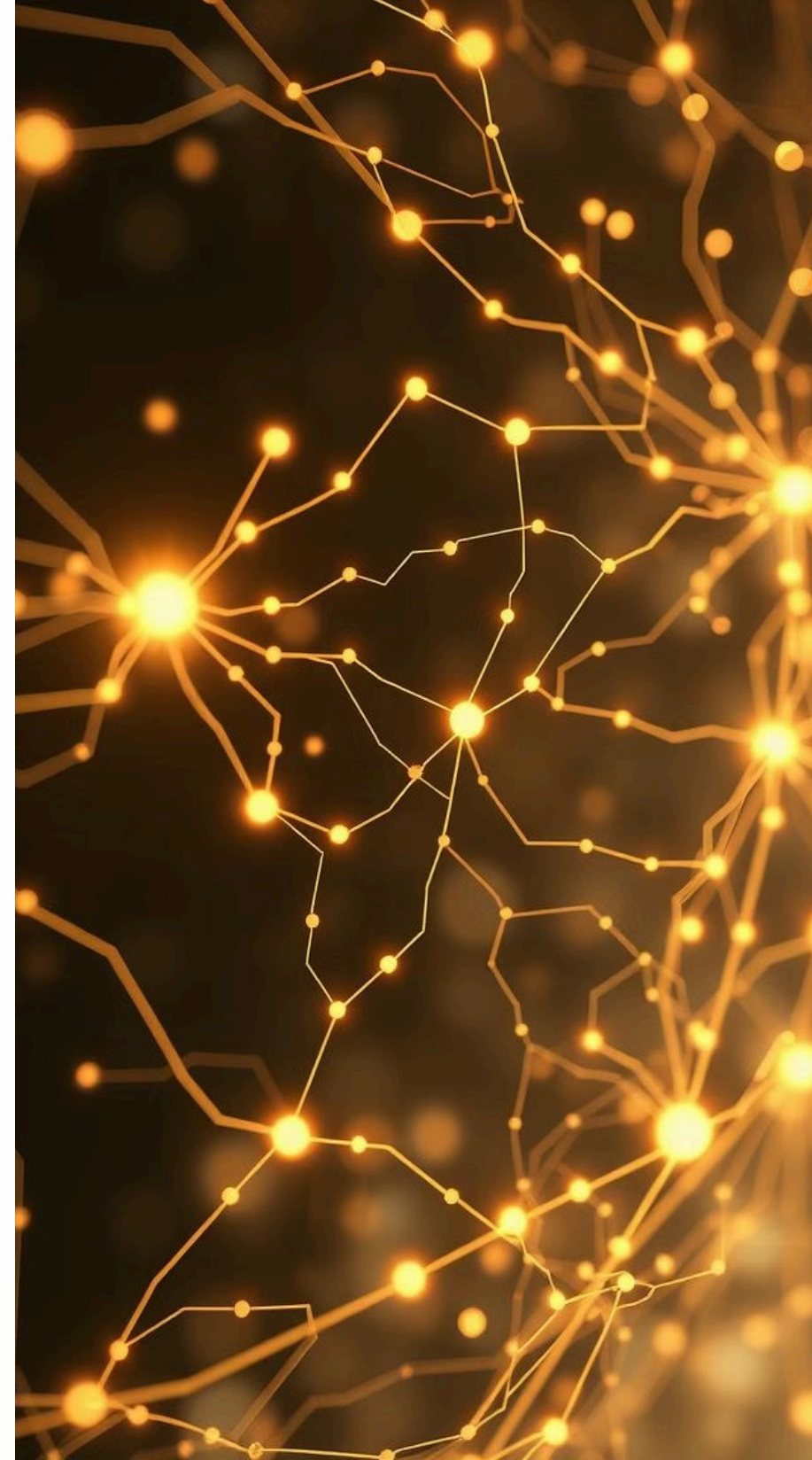
### Audit Time

Reduced audit time by 50%, optimizing resource allocation and compliance processes.

### Currency Conversion

Accelerated currency conversion by 30%, facilitating seamless international transactions.

# Expanding Payment System Capabilities

RTP Integration

Fedwire

Transaction Growth
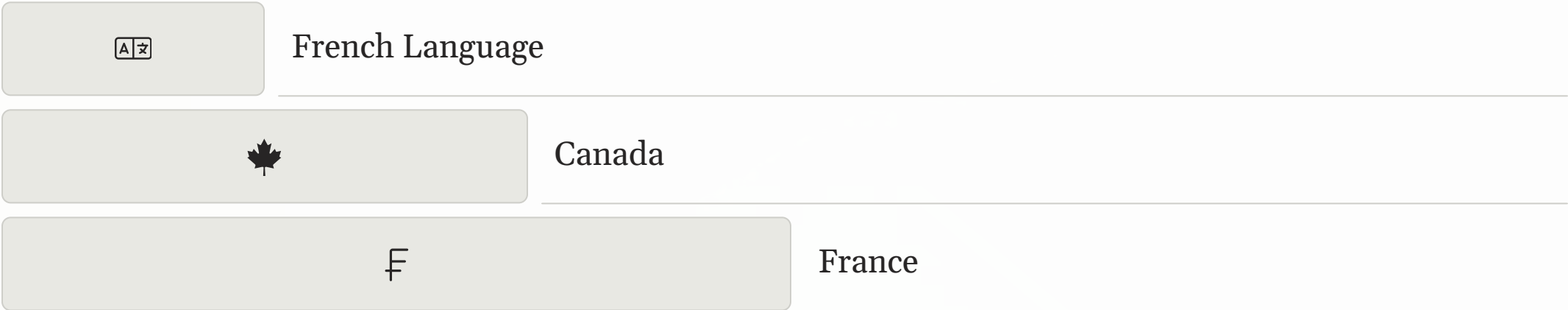
Increased transactions by 40%.

Successfully integrated Real-Time Payments (RTP) and Fedwire Payment Systems into existing infrastructure. This expansion increased the number of transactions by 40%, meeting growing user demands.

# Strategic Product Integration for Enhanced Synergy

### New User Cost

1

Decreased new user costs by 15%

### Revenue Increase

2

Increased revenue by 20%

By strategically integrating two distinct products, achieved a 15% reduction in new user acquisition costs and a 20% increase in overall revenue. This synergy streamlined operations.

# Global Expansion: French Language Implementation

| | |
|---|---|
| 🅰🔤 | French Language |
| 🍁 | Canada |
| ₣ | France |

Successfully launched product in Canada and France with French language support. This strategic expansion resulted in a 15% increase in customer acquisition.