IEF SERVICE
REAL-TIME INFORMATION
FOR YOUR CUSTOMERS

To successfully face the constantly growing competition in today's market, it is necessary to offer highly individual services to your customers, promptly tailored to their specific needs. This is where the IEF (Instant Event Forwarding) service comes in to great effect. By providing information in real time, merchants and service providers can be informed of their customers' interactions immediately and respond to them individually and according to need.

Through real-time transmission of information, merchants and service providers are informed immediately of their customers' interactions and can thus react in a way that is individual and based on needs.

Be it card usage, transactions, top-up operations or other user actions, the information about the respective interaction is converted into a standardised notification format via the IEF service and shared in real time. Recipients include, in particular, service providers and merchants that use Wirecard as a payment service provider. Thanks to the instant transmission of information, they are able to better respond to their customers' needs.

The external service providers and merchants can also input their own information relating to customer actions into the IEF system. Wirecard uses the service simultaneously to check what further processing is required for the information. This may include activation of a customer's account or entitlement to loyalty bonus (value-added services), which are then passed on to the corresponding merchants and service providers in real time.

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BENEFITS:

▶ The IEF service offers convenient set-up and configuration. Subscription is open to all corporate customers of Wirecard and is quick and secure. Important: no critical payment information is used when sharing the information.

▶ Receive notifications in real time about customer events and transactions. Does your customer need a higher overdraft limit? Set it up for them right away. Is your customer entitled to a loyalty bonus following a transaction just completed? Notify them in real time.

▶ Add a fully compatible format for all message types to your system, which will make the service not only a quick but also a convenient, flexible solution for collecting information.

| Issuing | Acquiring | Value-Added Services | Customer | SOURCE |

IEF

Mapping of request within the IEF system to configure output even more precisely.

MAPPING

| Card-Linked Offers | Point-Based Loyalty | Voucher Management | Customer | PROCESSING |

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