



First Horizon Bank Deepens Relationships with FIS Customer Loyalty Solution

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Key facts

- FIS Relationship Rewards solution rewards customers based on total value of their relationship with a financial institution.

JACKSONVILLE, Fla.--(BUSINESS WIRE)--Dec. 3, 2019-- [FIS](#)™ (NYSE: FIS), a global leader in financial services technology, announced today that First Horizon Bank has selected the FIS Relationship Rewards solution to create a leading-edge customer loyalty program for its 1.5 million consumer accounts.

Formerly First Tennessee Bank and Capital Bank, First Horizon Bank is a leading financial institution in the Southeast with 300 branch locations and more than \$40 billion in assets. As part of a strategic growth push, the bank was looking to modernize its customer rewards program to deepen its client relationships and differentiate itself from regional and national competitors.

Unlike other customer loyalty solutions that recognize customers based on purchasing activity in a specific account area, the FIS Relationship Rewards solution rewards accountholders for the total value of their relationship with a financial institution. The solution is also highly configurable, allowing banks and financial institutions to offer customized loyalty programs based on the needs and purchasing patterns of their customers.

"We are providing our customers today with more financial products than ever before, and our rewards program needs to keep pace with our products," said Tammy LoCascio, Executive Vice President of Consumer Banking at First Horizon Bank. "The FIS Relationship Rewards solution allows us to go beyond traditional loyalty programs to reward customers across our full suite of products. We are confident this new solution will help us enhance our customer relationships and attract new ones as First Horizon continues to expand our product portfolio."

"First Horizon has designed a customer loyalty program that's built on relationships, not on specific transactions," said Bruce Lowthers, president, Banking Solutions at FIS. "We are excited to provide this leading-edge solution to help the bank meet its growth objectives."

Read more about the [FIS Relationship Rewards](#) solution.

[About FIS](#)

FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index. To learn more, visit www.fisglobal.com. Follow FIS on [Facebook](#), [LinkedIn](#) and Twitter ([@FISGlobal](#)).

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