

Predicting the Future

Trellance Predictive Analytics solutions offer credit union decision makers the insights to capitalize on future trends and proactively respond to challenges. Harness big data to define actions to reduce risk, improve efficiency, increase member satisfaction, and grow revenue.

Trellance Predictive Analytics models empower credit unions to get a holistic view of your membership based on behavioral data so you can create marketing campaigns to targeted member segments at your credit union.

Our team of credit union focused data scientists are ready to deploy machine learning packages through our cloud offering or “on-premises” so you can scale personalized insights at your credit union.

Is your credit union ready to transform your analytics and take it to the next level?

How Predictive Analytics Can Shape Your Business



Member Personas

The Member Personas predictive model provides added context around your members. Each member is classified into one persona group. Each group's characteristics can be used to drive specific marketing actions to improve your member retention programs and boost the efficiency of your marketing campaigns.



Next Best Product

The Next Best Product predictive model enables you to identify the next two most beneficial products for every member of your credit union based on historical behaviors. This model has many benefits such as a better match between the member's needs and a quantifiable increase in member satisfaction and engagement.



Attrition Prediction

The Attrition predictive model enables your credit union to identify members that are at risk of leaving based on actual member's activities. This model helps the credit unions take a targeted approach and work with “high risk” member groups allowing you to deploy more effective marketing campaigns.

Future Models

Trellance is adding to our portfolio of predictive models and incorporating 3rd party data to help you expand your existing member base. New planned models include:



Market Share

Using 3rd party data this model enables credit unions to analyze their membership revealing which areas present the greatest opportunity for new



Householding

This model groups multiple related members into the same household, so the credit union can drive marketing campaigns addressing the entire household and not just single individuals. This model enables a more complete understanding of

Ready to see how Trellance Predictive Analytics can shape the way you do business?