

# Portfolio Growth Solutions

## Strategy for Success

### Proven Strategies can be Implemented Into Your Portfolio to Boost Member Activation

Credit unions need data-driven initiatives and solutions to add value to their members while growing their card portfolios in the rapidly evolving payments landscape. By working with Trellance experts, proven strategies can be implemented into your portfolio to boost member activation, retention, penetration, and usage.

### Time for Results

Now is the time to put emphasis on your portfolio and kick-start growth at your credit union. The Trellance team of experts is ready to guide you with best practices and ensure that you can grow your business strategically.

## The Solutions for You



### Create Personalized Member Experiences

This 12-month calendar of events is designed to growth your credit card program. By offerings ways to consolidate debt, bring new cards into your portfolio and keep existing cards top of wallet, your members will be engaged throughout the entire year.



### Quickly Review Your Credit Line Increase Program

Increasing your cardholder's line of credit is one effective way to keep your card the primary on all accounts. Trellance provide an opportunity to aggregate increases so that more of your membership can receive the benefits of additional spend.



### New Accounts Acquisition Program

Your membership is receiving credit card offers all the time, but what they want is to work with their trusted credit union. Trellance makes pre-qualification easy and helps you convert members into cardholder. This allows you to compete, and win, against the big guys.



### Auto Refinance Program

Strengthen your member relationships by providing opportunities for them to save money. Trellance's Auto Refinance Program allows credit unions to recapture business and bring loans in house by offering better terms and rates than the competition.

Ready to see how Portfolio Growth Solutions  
can support your credit union?

Trust us for your business analytics needs.  
Contact Trellance at [info@trellance.com](mailto:info@trellance.com) to learn more.