

Portfolio Growth Solution

Grow Your Business >>>>

Credit unions need to consistently and persistently focus on their credit card program for profitability. A program can become stagnant if credit unions have limited resources dedicated to their card program or have limited exposure to industry expertise and best practices.

Portfolio Growth Solution (PGS) is the Trellance Prescriptive Analytics solution strategically designed to increase penetration, activation, usage, and retention of your card portfolio. This program is proven to keep your card portfolio profitable year over year by executing an annual credit line increase and new account acquisition campaigns while coupling it with six marketing promotions to consistently and persistently keep your card program top of wallet for your members.

Trellance Portfolio Growth Solution's objective is to put your data at work to identify the best strategies to increase your card portfolio utilization and revenue.

About



Trellance is a leading technology partner for credit unions, delivering innovative technology solutions to help credit unions achieve more. With a comprehensive suite of analytics, cloud and talent solutions, the Trellance team ensures credit unions increase efficiency, manage risk, and improve member experience. As a tech partner, Trellance ensures that credit unions have access to the latest generation of fintech solutions, filled with powerful tools such as artificial intelligence and machine learning.

Learn more at [Trellance.com](https://www.trellance.com)



Proven Strategy for Growth

Trellance Portfolio Growth Solution is a Trellance managed 12-month service where a Trellance team of industry experts works side by side with your credit union to collect, enrich and analyze your data to identify the most appropriate strategies to increase your portfolio awareness, member engagement and product penetration, while supporting your members' financial goals.

Trellance Portfolio Growth Solution includes:



The Credit Line Increase Program (CLIP)

a data-driven program designed to help you to identify the cardholders that can benefit from a credit line increase based on the detailed analysis of their credit utilization, outstanding loans, interest and fee income data.



The New Account Acquisition Program (NAAP)

is a data-driven prequalification offer that identifies and solicits your best and most deserving members who are not carrying your credit card. The program meets your credit union's specific qualification parameters and your specific lending policies to identify the ideal target members for the offer.



Marketing Kits

are an omnichannel marketing program that provides your credit union with a variety of marketing assets to support your balance transfer campaigns, usage campaigns and employee incentive sweepstakes. The marketing content provided includes posters, tent cards and digital content and is developed by the Trellance team of creators who follow industry best practices to keep your card portfolio competitive all year around.

Ready to see how the Trellance **Portfolio Growth Solution** can increase your credit card portfolio?

Contact Trellance at info@trellance.com

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