Predictive Analytics

Redefine the way you do Business ≫≫≫≫

Wouldn't it be great if you could predict the future and offer the right product at the right time to the right member? While this goal seems simple to accomplish, it requires a deep understanding of each member's behavior.

Our suite of predictive models provides your credit union with a holistic view of your membership based on behavioral data. Deploying our artificial intelligence (AI) and machine learning (ML) models lets you capitalize on future trends and respond to challenges. Give your decision makers the insights they need to proactively reduce risk, improve efficiency, increase member satisfaction and grow revenue.

Trellance Predictive Analytics' objective is to transform your analytics and re-shape the way you do business.

About

Trellance

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**

Predicting the future

Trellance's suite of pre-developed and credit union-validated predictive models includes:

Member Segmentation

Provides deeper understanding of members through engagement score and overall use of the credit union's channels. Each member is classified into one persona group to help drive specific marketing actions and boost the efficiency of your campaigns.

Member Retention

Enable your credit union to identify members that are at risk of leaving based on their actual activities. You can take a targeted approach and work with "high risk" member groups to reengage and retain them as members.

Next Best Product

Understand the next two products that are most beneficial for every member of your credit union based on historical behaviors. Match your members' needs to your credit union product offering to drive a quantifiable increase in member satisfaction, engagement and revenue.

Member Lifetime Value

Determine each members' value to the credit union to help make insightful decisions related to growth and increased margins. Focus your time and marketing dollars on the most valuable members while minimizing expenseson unprofitable members.

Next Best Action

Using demographic and behavioral data to recommend actions that help you increase product penetration, promote online channel usage and services through educational materials and tailor personalized messages. This will increase the level of member engagement and satisfaction with your credit union.

Member Risk Score

Identify members who are likely to become delinquent or default on their loan before it happens. You can assess and analyze distressed situations ahead of time and take proactive actions to minimize delinquency and collections costs.

Ready to see how Trellance Predictive Analytics can shape the future of your business?

Contact Trellance at info@trellance.com

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