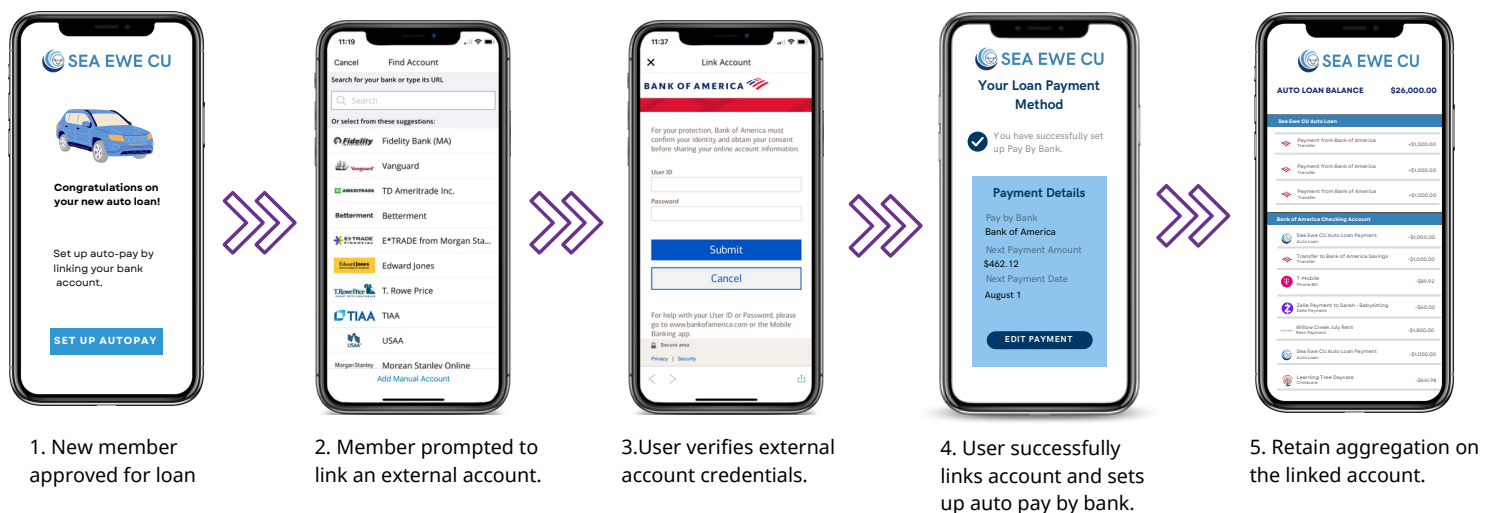


OPPORTUNITY: CONVERT INDIRECT LOAN CUSTOMERS TO OTHER PRODUCTS

Maintaining and analyzing data from accounts linked for loan repayments is vital for credit unions. This data provides insights into customers' financial behaviors, acting as a roadmap for offering additional services such as checking and savings accounts, or supplementary loans. By understanding customers' needs through their transaction patterns, credit unions can effectively tailor their services, fostering deeper customer relationships and driving institutional growth.

Link Accounts and Retain Aggregation



Use Aggregated Data to Determine Next Best Action

