

Why do I feel this way? Why should you?

THERE IS AN APPETITE FOR DATA WAREHOUSES THAT EXCEEDS THE APPETITE FOR DATA ANALYSIS

What: DATA INVESTMENT SYMPOSIUM #2
A cuasterisk.com network brainstorming & strategizing session

When: Wednesday, **February 24, 2016**
12:30p lunch, 1:15-4:30p ET

Who: Credit union leaders focused on developing analytical approaches for credit union data, starting with CU*BASE

Where: CU*Answers Learning Center
6000 28th Street
Grand Rapids

Mark
your
calendar!

Understanding Three Emerging Customer Personas

DO YOU SEE SOMEONE FROM YOUR TEAM IN ONE THESE SILOS? SHOULD I?

Virtual Channel Architects

- CU leaders tasked with activating new delivery channel solutions
 - Yesterday's web page designer on steroids
 - Marketing meets tech, over and over
 - A virtual facilities manager

Technical Solution Developers

- CU staff members and their coordinated contractors
 - CUs building solutions for themselves, beyond custom programming
 - Time for testing, processes for certification
 - High touch calls with CUSO tech resources

External Data Warehouse Designers

- CU staff members aggregating data beyond CU*BASE and CUSO solutions
 - Database designers
 - IT facility managers
 - Data analysts

Whether or not your strategy has overtly called out these new job descriptions in your business plan, we feel the frustration of your team members as they call with these intentions

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Your employees sense your data analysts need more than core data – should you build it alone, or should we change our priorities as a collective?