

Revised: 3/19/2021

## Are you leveraging your Data as an ASSET, or do you still see it as an EXPENSE?

Between September 2019 and September 2020, the average U.S. Based Credit Union observed the following growth rates within their operations:

- 3.8% growth in Members Served
- 6.7% growth in Total Loans
- 18.7% growth in Total Shares

(Calculated using September 2020 5300 Call Report Data)

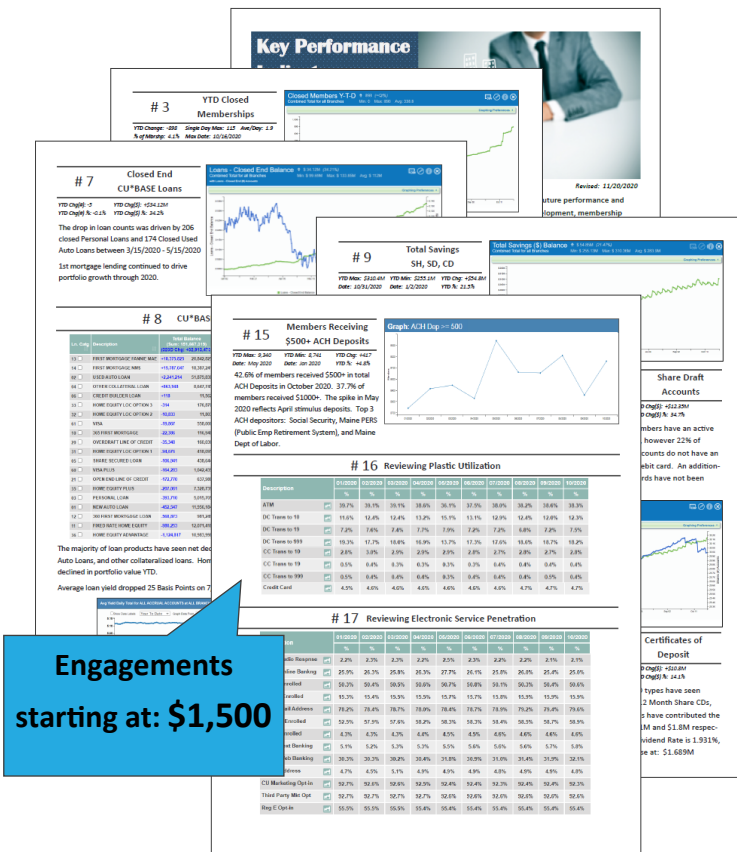
How does your performance compare to these industry averages? Increased awareness of your KPI operational trends introduces new areas of opportunity to take action to monetize data driven insights, drive results, and strengthen your Balance Sheet!

### What's Included

- Operational Awareness, Education, and Data Monetization
- 12 Month Analysis of KPI Trending within your credit union
- 2 Hour consultation with an Analyst reviewing KPI Trending, identified opportunities, and recognition of VALUE
- PDF deliverable documenting operational trends and available resources for ongoing tracking and management.

### Topics Typically Included

- a) Membership Growth and Turnover
- b) Loan, Share, and Certificate Portfolio Performance
- c) Loan Application Pipeline
- d) Trending Interest/Dividend Accruals
- e) Product and Service Penetration
- f) Digital Channel Utilization
- g) And Much More!



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