

Key Performance Indicator Consulting Services

An Asterisk Intelligence consulting service designed to transform ideas, data, and questions into actionable insights. **Awareness, Education and Monetization** are the three primary areas of focus.



Remove the Barriers Keeping You from Earning

While data analytics helps credit unions make informed decisions and gain a competitive edge, misconceptions surrounding it can obstruct its impact. Do you find yourself believing:

- Data and data management is a net expense to your credit union?
- Data analysis is time consuming, and you do not have capacity?
- Data analysis requires a significant amount of expertise, and you need a dedicated team to handle the analysis?

Asterisk Intelligence transforms these common fallacies into actionable insights. We provide the tools, tactics, and technology you need to leverage your data and drive results. Your data is an asset, we can help you profit from it.

Who Should Participate?

KPI Consulting Services is designed for credit union executives and senior management teams who have a desire to tap into the data and resources that help you prove your grasp, design strategies, profit, and prove your results. Designed for credit unions of all sizes and experiences, participating credit unions benefit most when they have an insatiable desire to improve.

** Credit unions must currently utilize the CU*BASE platform and Analytics Booth. Appropriate authorization to CU*BASE toolsets may be required.*

The Three Primary Areas of Focus

KPI Consulting Services transforms valuable data into an asset with awareness, education, and monetization.

- **Awareness** – Raising awareness of the KPIs and operational trends identified within the credit union, focusing on identified strengths and weaknesses of the credit union, portfolio performance, and opportunities to act
- **Education** – Introducing the tools, resources, tactics, and services available to monitor operations, shore up weaknesses, and attack opportunities
- **Monetization** – Recommend action steps which leverage your data to manufacture value, increase member engagement, generate income, or strengthen balance sheets



Part 1: Pre-Site Analysis

12-month analysis of KPI trending within your credit union. Here we examine 100 metrics filtered down into 15-20 areas that call the most attention which become the KPIs credit unions will use to innovate.

1. Membership Growth and Turnover
2. Loan, Share, and Certificate Portfolio Performance
3. Loan Application Pipeline
4. Trending Interest/Dividend Accruals
5. Product and Service Penetration
6. Digital Channel Utilization
7. Specialized Area Upon Request

Part 2: Engagement Period

A two-hour consultation with an analyst reviewing KPI trending to identify strengths and weaknesses. We start by raising awareness of key operational trends identified within the credit union, paying special attention to identified strengths and weaknesses while providing the education needed to track these areas of operations and monitor performance. Finally, we connect the dots between operational insights and data monetization, providing the education and awareness needed to act on insights, capitalizing on opportunities to manufacture value.

This event is designed to increase operational grasp and takes a three-tiered approach to creating value. Starting with raising awareness of KPIs and operational trends, educating on the tools and resources available to monitor these trends, and methods to monetize these insights to manufacture value.

Part 3: Deliverable

A partner in support of your data driven strategies. In an era of industry consolidation, we hope to strengthen balance sheets, encourage growth, and empower credit unions with confidence derived from data analytics. At the end of the service period, Asterisk Intelligence prepares a report documenting operational trends and available resources for ongoing tracking and management.

- Data points are expressed clearly and concisely
- Growth and decline are transparent
- Strategies supporting growth are clearly defined
- A detailed roadmap making it easy credit unions operations to continue the work after the engagement is complete
- Increases confidence for asking new questions and designing solutions for obtaining the answers
- Assumptions are challenged making shifting priorities easy



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*Joining the CU*Answers Accounting and Finance team in 2011 as a Financial Analyst, Thomas brings over 10 years of industry experience to the team. Since joining Asterisk Intelligence in 2017, Thomas' background in business operations and finance has brought a unique perspective into his engagements, aligning strategic goals with balance sheet impact through a financial lens.*

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