



MONTANA'S
CREDIT UNIONS

The Data Refinery – Turning Raw Data into Rocket Fuel

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In today's digital world, data is often compared to oil – valuable but useless in its raw state. For credit unions, the challenge lies in refining this data into actionable insights that enhance member experiences, drive operational efficiency, and fuel strategic growth. With expertise and guidance credit unions can harness the power of data to stay competitive, particularly in the AI-driven era.

The Power of Data for Credit Unions

Credit unions generate vast amounts of data through loan applications, mobile banking transactions, and member service interactions. Properly analyzed, this data can provide a deep understanding of member behavior, optimize risk management, and improve decision-making. Key benefits of leveraging data include:

- **Personalized Member Services:** Anticipating member needs and delivering tailored solutions.
- **Fraud Detection & Risk Management:** Identifying creditworthiness and fraudulent activity.
- **Operational Efficiencies:** Streamlining processes to reduce costs and enhance service.
- **Strategic Growth:** Identifying new opportunities and markets based on data trends.

However, many credit unions struggle to transform their data into insights due to a lack of expertise, structured processes, and tools. Without proper refining, data remains an underutilized asset.

Bridging the Data Gap

Credit unions need to turn raw data into a valuable strategic resource. When looking at analytics providers look for customized solutions tailored to the unique needs of credit unions. Examples include:

- **Advanced Analytics Tools:** Cutting-edge technology to analyze and visualize data.

- Collaborative Partnerships: Working alongside credit unions to implement insights.
- Fully Outsourced Solutions: Managing analytics for credit unions that lack in-house expertise.
- Look for Strategic Consultants, experienced credit union executives who provide best practices, advisory services, and ongoing support.
- Prioritize data security and compliance, confirm SOC 1 & 2, Type 2 Certified platforms to meet the highest industry standards.
- Proven success with credit unions, find partners that can help improve decision-making, track deposits, and adjust rates, for example.

The Future is Data-Driven

As credit unions navigate an AI-powered future, data analytics will be the key to staying ahead. Credit unions can transform raw data into “rocket fuel,” unlocking growth, innovation, and exceptional member experiences.

Refine your data strategy, help turn insights into measurable results and turn your data into rocket fuel.

If you'd like to learn more, [contact us](#) through this link or contact James Gukeisen, Director Leagues & Advocacy, jgukeisen@trellance.com.



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