### Are Data, Analytics, and Al the magic bullet for Credit **Unions in 2024?**



priorities for credit unions?











## Data **Analytics**

What are the Top Four planned technology



investments by Credit Unions?



**Artificial** 



plan to offer business

next two years

payroll services within the





plan to expand services for

small and medium-sized

businesses (SMBs)

Which existing financial services do

credit unions plan to embed

over the next two years?





of credit unions plan to embed lending services

## What fintech are credit unions planning to embed in digital banking?

46% in data collection / analysis tools

67%

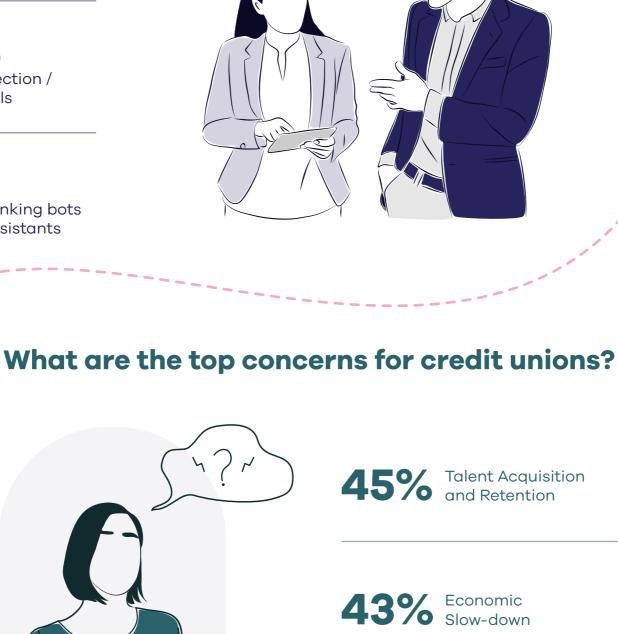
in payments

69%

in digital marketing

39% in digital banking bots

or virtual assistants



# **43%** Deposit Attrition and Displacement

## **Strategic Insights**



insights

automated decisioning

fintech partner.

their fintech partners?

68%

trade groups

12%

incubators /

accelerators

through

Where is the Al-driven focus for credit unions?

Credit unions focus on these three as their main areas of Al adoption.

automated funding

In a rapidly evolving financial landscape,

credit unions can achieve their strategic

priorities and address their concerns by

harnessing the power of data, analytics,

and AI by partnering with the right

**73%** 

find fintech

through

peer referrals

of Credit Unions

partners through

underwriting using Al/alternative data

consulting services

60% **57%** through industry through through core associations or independent provider research

they are the future of credit unions. We can see that credit unions are actively embracing data, analytics, and Al to enhance their operational efficiency, address top concerns, and drive future growth. **Our Data and Analytical Insights Offerings** At Relevantz, we can transform your credit union with our cutting-edge

Data, Analytics, and AI are not just tools;

services, conquering data challenges, mastering risk management, and

**Data Governance and** 

**Advanced Analytics** 

• Data Governance

• Risk and Compliance

**Decisioning Science** 

Analytics with ML &

**Predictive Analytics** 

with ML & Al

Service

**Analytics** 

**Marketing Analytics** 

Customer Analytics

Marketing Analytics

Business Intelligence

Predictive Analytics

**Decision Science** 

Analytics with ML & Al

Reports &

Dashboards

with ML & Al

Services

supercharging your marketing with data-driven decision-making.

**Services** 

Better member Reduce experiences risks



**Enhance** 

efficiency

Data Lake Solutions Cloud Data Platform Integration **Outcomes powered by** our Data, Analytics, and Al services

**Data Engineering** 

• Data Platform

Engineering

Pipeline Engineering

• ETL/ELT Data

Services



Explore how you can leverage data, analytics, and AI to unlock insights, efficiency, and growth opportunities for your credit union. Contact us at sales@relevantz.com

technology sectors. Learn more at www.relevantz.com or @relevantztech.

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Long-term success

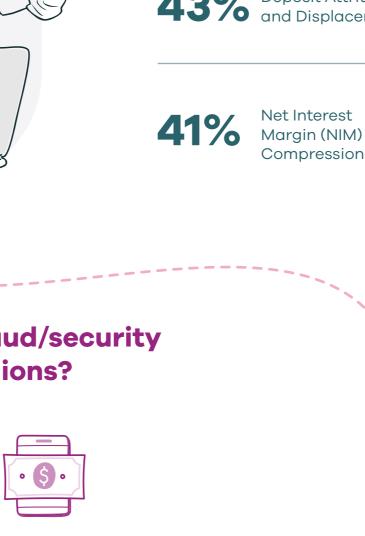
Ready to harness the power of

\*According to Jack Henry's fifth-annual survey of bank and credit union CEOs. **About Relevantz (Formerly ObjectFrontier)** 

Relevantz Technology Services Inc. has been delivering relevant technology solutions for leading enterprises and ISVs for over 25 years. Our team of 1200+ software engineers across four global offices serves customers across the finance, healthcare, insurance, media, telecom, retail, and

**Data, Analytics, and AI?** 

What are the top fraud/security threats for credit unions? Phishing Real-time payments How are credit unions addressing these strategic priorities and concerns? **Harnessing Data for Technology Investment Outlook** 



### plan to increase investments between 6% and 10%

**79%** 

plan to increase

the next two years

of financial institutions

technology spending over



