

FlowTracker enables your Credit Union to optimize organic growth, increase the effectiveness of the sales force and be more member-centric. Our money flows analysis - at the account level - uncovers your member behaviors, i.e., actionable insight. It is time your investment in data pays off, and a contribution to the top-line revenue of approximately 10bps of your CU total assets is a good start.

**Enables various stakeholders at your Credit Union to do better what they do:**

**Finance:**

- Leverage member behavior insights for more effective portfolio management
- Improve Cost of Funds

**Marketing:**

- Better targeting leading to a better member experience
- Improve Product Management

**Sales:**

- Smarter sales planning and analysis
- Up to 30% more accurate activity base planning

**Operations / IT:**

- Better info than five analysts for less than the cost of one

### Actionable



You need to know what to do and probably don't have an army of data scientists to figure it out. FlowTracker analyzes for you and delivers actionable reports to guide your selling, cross-selling, and retention effort to promote organic growth.

### Accessible



Prebuilt business intelligence Enables you to deliver easy-to-understand information to the people who will act on it. It uses standard, trustworthy technology - Microsoft Power BI - that can be accessed anytime on any device.

### Affordable



FlowTracker is big bank technology scaled and priced to serve the Credit Unions. Easy to implement without impact on your architecture. Includes support to upskill your team. Check their benefits calculator to determine the hard dollar benefits they can deliver to your credit union.

Visit our website to explore some of the use cases:

<https://flowtrackeranalytics.com>

Contacts: CMO, Boris Masip [boris.masip@flowtrackeranalytics.com](mailto:boris.masip@flowtrackeranalytics.com)  
CEO, Dave McNab [dave.mcnab@flowtrackeranalytics.com](mailto:dave.mcnab@flowtrackeranalytics.com)