

Transaction Enrichment AI



Transform your credit union's raw transaction data into actionable insights with Rise Analytics' Transaction Enrichment AI Solution. Member spending habits are among your most valuable data, but transaction records often contain messy or unstructured information, making meaningful analysis difficult. Rise Analytics' solution simplifies this by converting complex transaction data into clean, descriptive entries. Now, your credit union can gain a clear view of where members are spending their money, enabling smarter decisions and more personalized service for members.

Draw Actionable Insights from Clean Data

The Transaction Enrichment AI Solution from Rise Analytics provides clear insights into member spending patterns by identifying merchant names and merchant categories. With these valuable insights, your credit union can:



Pinpoint member-level trends, such as preferred merchants and the use of competitor financial institutions.



Accurately identify members with a recurring direct deposit or payroll to reward them for being an engaged member.



Launch campaigns to keep your card top of mind as members visit their favorite retailers.



Develop trigger-based marketing initiatives based on recent purchases.



Cross-sell loan products to members making recurring payments to other financial institutions.

13M

Members Served

124

Credit Union Clients

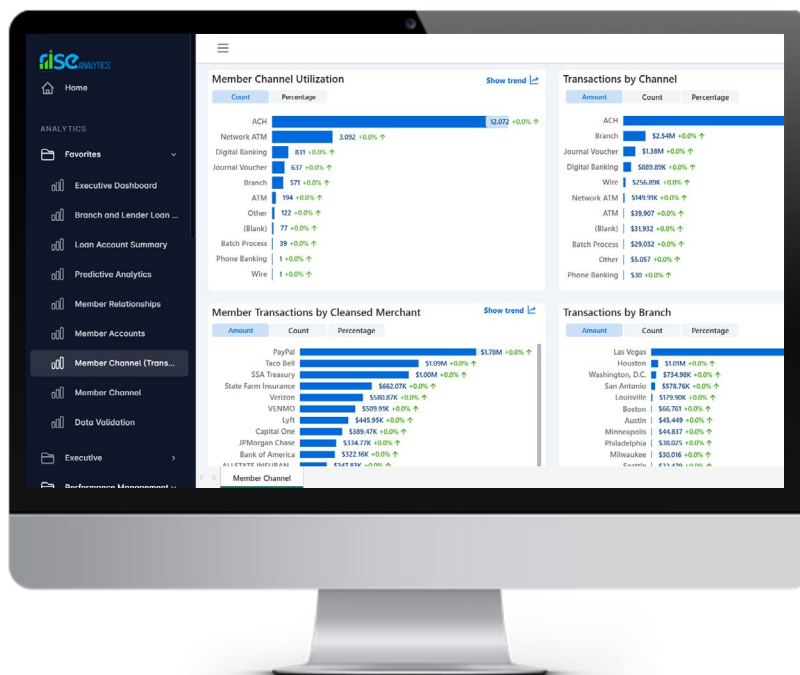
\$245B

Client Assets Represented

Comprehensive Features

Whether integrated with Rise Analytics' Data Warehouse or used as a standalone tool, this solution brings valuable features to your credit union, such as:

- **Payroll:** Identify member payroll and direct deposits to flag recurrent deposits.
- **Automated Mapping:** Efficiently categorize transaction data with no manual intervention.
- **Continuous Self-Learning Model:** AI-driven engine adapts over time to improve accuracy and relevance.
- **Flexible Data Consumption:** Access both table and dashboard insights for a comprehensive, adaptable view that supports strategic decision-making.
- **Competitive Pricing:** Maximize ROI with a cost-effective, impactful solution.



Empower your credit union to engage members proactively, with precise data-driven insights that keep you ahead in today's financial landscape.

[Contact us](#) to learn more about Rise Analytics' Transaction Enrichment AI Solution.

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