Rise Predictive Analytics

riseANALYTICS
A Trellance company

Rise Predictive Analytics is a suite of credit union-validated predictive models to redefine the way your credit union does business. Our AI-powered predictive models give you unparalleled insights to proactively reduce risk, elevate member satisfaction and drive revenue growth.

Rise Predictive Analytics is more than just data, it's about unlocking possibilities.

- Increase member satisfaction through personalized recommendations and relevant offers

- Boost revenue by effectively cross-selling and upselling tailored products

- Reduce risk with proactive delinquency prevention measures

- Optimize resources by delivering the right product to the right member at the right time to maximize ROI

13M
Members Served

124
Credit Union Clients

$245B
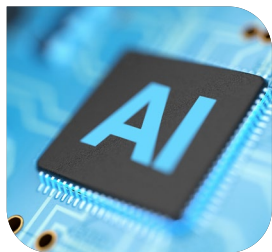Client Assets Represented

Rise Analytics Delivers Value

Transform your analytics. Get more valuable insights with our pre-built, credit union validated models.

Know your members inside and out

- **Member Segmentation**: Uncover hidden patterns in member behavior. Classify members into distinct personas based on engagement and channel usage. Target campaigns that resonate, boosting efficiency and ROI.
- **Member Retention**: Identify members at risk of leaving before it is too late. Proactively re-engage and retain these valuable members through personalized outreach and tailored offers.

Match the right product to member needs

- **Next Best Product**: Leverage AI to pinpoint the two products most relevant to each member. Drive member satisfaction, engagement and revenue by aligning product offerings with individual needs.
- **Member Lifetime Value**: Understand the value of each member to optimize your resources.

Guide members towards deeper engagement

- **Next Best Action**: Recommend personalized actions that encourage product adoption, online channel usage and service engagement to foster long-lasting loyalty.

Proactively manage risk and prevent loss

- **Member Risk Score**: Predict loan delinquency before it happens. Take proactive steps to minimize risk and collections costs through early intervention and personalized support.

Ready to unleash the power of AI to gain better insights?

Contact Rise today and discover how Predictive Analytics can transform your credit union's future.