Master Data Management

This portal empowers credit unions to maintain and manage accurate eligibility, product, and service information. It ensures that the data collected from external sources is reliable and up-to-date to drive consumer trust and satisfaction. This portal will always be free for use and ensures prospective members receive the most accurate information, improving satisfaction and conversion rates.

Key Features

1. **Data Aggregation**

   Collects and integrates information from multiple external sources, including eligibility criteria, product offerings, and services available at your credit union, and delivers you an interactive portal to modify for accuracy.

2. **Data Validation**

   Cross-checks and verifies data accuracy to ensure consistency and reliability.

3. **Data Customization**

   Allows credit unions to edit and tailor data to align with specific business rules or unique offerings.

4. **Dynamic Updates**

   Automates updates the CU Station™ portal to reflect the latest offerings or eligibility criteria changes.

Why This Matters

1. **Improved Consumer Trust**

   Accurate data builds confidence and trust among potential members.

2. **Operational Efficiency**

   Reduces the manual effort needed to update and verify information.

3. **Better Member Matches**

It helps CU Station™ match the community to the right products and services more effectively.

Implementation Steps

- Initial data upload and system integration.
- Data validation and customization to align with your credit union's unique offerings.
- Dynamic updates and real-time syncing are enabled for continuous accuracy.
- Implement Data Quality processes to compare updated information against publicly available sources.
- Deploy communication feedback loop on mismatches in public information.

Next Steps

1. Schedule a demo to see how the Master Data Management module works.
2. Collaborate with our onboarding team to prepare your initial data set.
3. Activate Door 1 to start leveraging accurate data today!