

CU Station™ FIM Services

CU Station™ is a portal designed to match users with credit unions based on their preferred programs and rates. Our Financial Institution Management (FIM) Services offer a 90-day early adopter program with five powerful modules, each acting as a "door" to enhanced data-driven capabilities for credit unions. Unlocking any door activates the early adopter contract, paving the way for transformative results.

Key Points

- **Empower Decision-Making**

Gain control over master data, improve public insights, enhance community outreach, and access advanced analytics.

- **Drive Member Growth**

Optimize member acquisition and retention strategies by aligning with consumer needs and preferences.

- **Leverage Reverse Analytics**

Understand how users interact with your marketing content, products, and services to refine offerings and improve rankings.

- **Future-Ready Tools**

Utilize cutting-edge solutions that grow and adapt to your credit union's needs.

Early Adopter Benefits

- Experience the full potential of CU Station™ FIM Services for 90 days with no long-term commitment.
- Be among the first to leverage innovative tools that set your credit union apart.
- Receive insights on how to optimize your modules based on real-world usage and performance.
- Option to continue at favorable pricing post-trial.

The Five Doors

Door	What It Does	Why It Matters	Value Proposition
Door 1 Master Data Management	Enables credit unions to manage eligibility, product, and service information gathered from external sources to ensure accuracy.	Clean and accurate data matches users to the right credit union programs and rates.	Save time, reduce errors, and build trust by offering the most reliable information to prospective members.
Door 2 Public Data Analytics	Leverages 5300 reporting and census data for actionable insights into industry benchmarks and demographic trends.	Understand your competitive positioning and align offerings with market demands.	Stay ahead of the curve with insights that drive strategic planning and outreach.
Door 3 Community Connect	It provides a platform for credit unions to upload marketing content, blogs, and more to engage with members and prospects.	Build deeper connections by sharing relevant, impactful content directly on CU Station™.	Amplify your message, boost visibility, and strengthen your community presence.
Door 4 Advanced Analytics	Collects consumer interaction data, including search behavior, clicks, marketing content engagement, and ranking performance.	Reverse analytics allow credit unions to refine strategies and prioritize investments that resonate with consumers.	Gain a competitive edge by understanding what your audience wants and how they engage with your offerings.
Door 5 Referral Contract Engagement	Establishes a referral contract where CU Station™ routes qualified borrowers to credit unions after they select products and want to engage in membership or purchase services. Includes a free API connector for seamless integration.	Streamlines the consumer journey, drives qualified leads, and simplifies the process through automated API connectivity.	Boost member acquisition with a seamless call-to-action that connects borrowers to your products and services while leveraging advanced technology for smooth operations.