







Transform your credit union's raw transaction data into actionable insights with Trellance's Transaction Cleansing AI Solution.

Member spending habits are some of your most valuable data, yet transaction details often contain unreadable numbers and special characters, making meaningful analysis challenging. Trellance's 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 Cleansing AI Solution from Trellance 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.
-  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.

34 Years in the
Credit Union Industry

240+
Credit Union Partners

SOC 1 & 2
Type 2 Certified

Certified
Microsoft Services
Provider

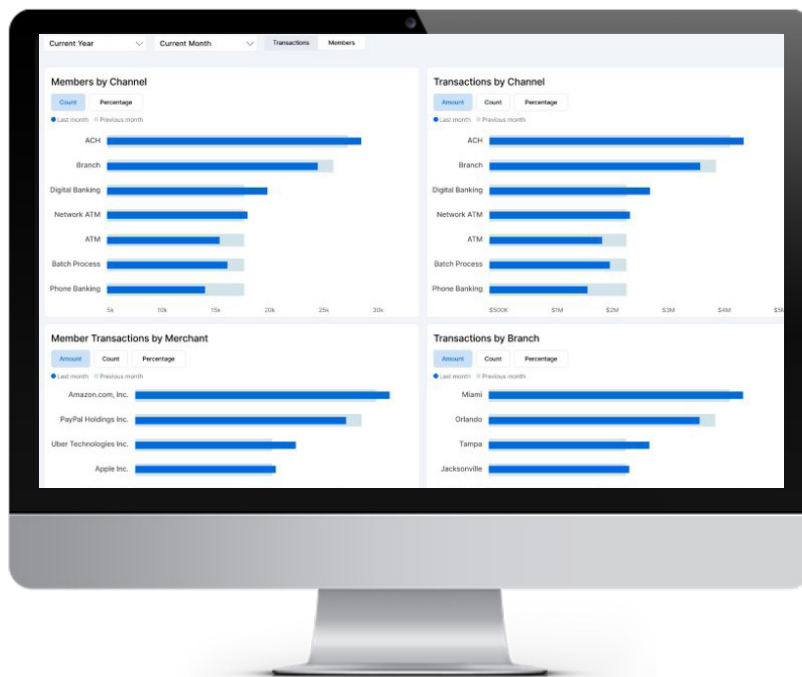




Comprehensive Features

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

- 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 Trellance's Transaction Cleansing AI Solution.

