



7 ways automation & analytics can transform credit unions

01 Streamline Compliance Reporting and Risk Management

Zura's expertise includes real-time monitoring dashboards and automated alerts for non-compliant activities, reducing the burden on staff and minimizing the risk of regulatory penalties.

- Reduced compliance cost
- Reduced compliance time
- Staff can focus on member services

02 Unified Member View through Data Management

Zura has expertise in integrating and cleansing data from various sources to create a unified, accurate profile for each member. By establishing data ingestion pipelines and secure data warehouses, credit unions can access comprehensive member insights that drive informed decision-making.

- Facilitates accurate, data-driven strategies
- Enhances the ability to meet members' needs comprehensively

03 Automating Routine Transactions to Boost Efficiency

Our Robotic Process Automation (RPA) bots handle repetitive tasks, while our workflow management ensures smooth operations with secure integrations to existing systems.

- Frees up employees for higher value tasks
- Improves operational efficiency
- Accelerates service delivery

04 Accelerating Loan Processing and Underwriting

Our solutions automate data collection, risk assessment, and approval workflows, significantly reducing processing times. Members receive quicker decisions, enhancing satisfaction and loyalty.

- Faster loan approvals
- Enhanced member satisfaction
- Enhanced competitiveness in the lending market

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05

Proactive Financial Health Monitoring

By analyzing transactional data and spending patterns, we help credit unions anticipate members' needs and provide proactive solutions.

- Positions the credit union as a trusted advisor
- Enhanced member loyalty
- Better financial health.

06

Enhancing Personalized Member Experiences

At Zura, we specialize in developing such solutions that aggregate data from transactions, CRM systems, and external sources to model member behaviors using machine learning. This enables real-time, personalized offers delivered seamlessly through email, SMS, or mobile app notifications.

- Increased member engagement
- Increased customer satisfaction
- Improved retention and loyalty

07

Analyzing Member Sentiment for Improved Services

We identify trends and sentiments, providing actionable insights to address concerns proactively. This continuous feedback loop enables credit unions to adapt and improve services in real-time.

- Strengthened member relationships
- Prompt resolution to needs and concerns



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