

# BlastPoint

FOR CREDIT UNIONS

The BlastPoint Platform places AI-powered member insights at your fingertips so you can provide personalized banking experiences and keep members for life.

A one-stop solution for making member data actionable:

- Easy-to-use and intuitive
- Utilize data to target members effectively while ensuring privacy & security
- Results-driven technology keeps business goals top-of-mind



## Securely & easily activate member data

The BlastPoint Team handles data cleanup, integration, & analysis so you can focus on member initiatives.



## Improve member experience & reduce churn

Keep members for life by understanding member journeys, meeting individual members where they are, and increasing satisfaction.



## Connect members to relevant products

Target the right members with the right products and services. Members feel supported and understood while you increase engagement.



## Personalize communication channels & increase engagement

Remove friction from communications by identifying every member's best channels. Watch engagement rates go up.

**BlastPoint helped a partner boost engagement with hard-to-reach customers 9 percentage points above industry benchmarks!**

[Download the case study](#) and visit our [Credit Unions page](#) to learn more.

