



FOR IMMEDIATE RELEASE

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North Shore Federal Credit Union joins the Datava Platform

Wheat Ridge, Colorado. – Thursday, June 1st, 2023— Datava, a groundbreaking fintech that provides a suite of business intelligence and member relationship management tools, and North Shore Federal Credit Union, a \$260 million assets, 7 branches, 12,550 members strong, Minnesota-based credit union, is pleased to announce they have joined forces in a collaboration that will focus on helping transform the credit union's operations, automate goal and incentive tracking and streamline their referral process.

North Shore Federal Credit Union made the vital decision to sign up for Datava's complete system. It marks a significant move for both Datava and North Shore Federal Credit Union, who recognize the need for pioneering technological solutions to stay ahead in the rapidly-evolving financial landscape.

By adopting Datava's complete system, North Shore Federal Credit Union will now be able to streamline its internal processes, enhance its data analytic capabilities, and augment its member experience like never before. The system showcases a visually appealing dashboard that provides a 360° view of their members, real-time data aggregation, goals and incentive tracking, referral management, and streamlined reporting. All of which will enable North Shore Federal Credit Union to make strategic business decisions with confidence and efficiency, enhance member relationships, and improve outcomes at all levels of the organization.

"We are thrilled to welcome North Shore Federal Credit Union to our growing list of clients." shared Bjoern Nordmann, Head of Sales and Partnerships at Datava. "We look forward to working closely with North Shore Federal Credit Union to help them achieve their goals and reach new heights of success in the industry."

With their sights set on the future, North Shore Federal Credit Union and Datava are poised to impact the industry and continue to set the standard for utilizing technological innovation to serve members better.

To learn more about Datava at www.datava.com, review our booklet [here](#), or call (720) 837-3177 for more information. Datava is located at 3440 Youngfield Street, Suite 361. Wheatridge, CO 80033.

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About Datava

Datava combines data integration, curation, and analysis with relationship management, data visualization, and workflow tools to provide a suite of Member Relationship Management (MRM) and Business Intelligence solutions built specifically for credit unions. Datava enables credit unions to deepen member satisfaction, grow revenue, reduce manual processes, and increase employee productivity without requiring any internal management and at half the cost of any other solution on the market. Datava's modules include MRM, Profitability/ROI analysis, Sales Performance/Goal/Incentive Reporting, Member Onboarding, Problem Resolution, Learning Management, Campaign Success Measurement, Predictive Analytics, Referral Management/Success Measurement, Indirect Lending, SEG Management, Financial Reporting and more. On average, Datava's clients achieve an impressive 20% increase in new loan dollars and 50% increase in cross-selling.