

Clearview Federal Credit Union leverages Finastra's Fusion Analytics to enhance personalized member experiences

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Fusion Analytics is integral to providing us at Clearview Federal Credit Union with an aggregate view of our total membership base. We are able to see all of the products and services that each of our credit union members have, in an easy-to-understand reporting format. This demographic and historical data helps us to identify trends and learn more about our members, and assists us with continuing to provide them with a high level of personalized service experience. Fusion Analytics also assists us with compiling the most appropriate target audience of credit union members for each of our promotional campaigns. In terms of support, the Fusion Analytics team and support center are top notch, and very responsive and knowledgeable. Our Sales Executive is also always available to keep us informed of new products and enhancements.

We have been a customer for many years, and this is a true partnership between Finastra and Clearview Federal Credit Union.”



Connie Martino

AVP, Business Intelligence
Clearview Federal Credit Union

Clearview Federal Credit Union has been in operation since 1953 and is headquartered in Moon Township, Pennsylvania, with over US\$1.8 billion in assets and 20 locations that serve more than 119,000 members.

The mission of Clearview is to meet their neighbors where they are and provide them with personalized tools and guidance to set them up for financial success now and in the future. The credit union accomplishes this by providing financial solutions its members can trust, which include: checking, savings, auto and home equity loans, mortgages, credit cards, digital banking, and business banking.

Fusion Analytics

Finastra's [Fusion Analytics](#) - business analytics for community banks and credit unions, gathers and aggregates your customers' current relationships, behaviors and lifestyle attributes to help you more clearly see where opportunities for engagement, growth and profitability lie.

More importantly, Fusion Analytics makes this information actionable by expanding access across your financial institution – from the executive suite to the branch management.

Make the most of a fully integrated inward look at your key performance indicators, to pinpoint opportunities.

Find out more about Finastra's [Fusion Analytics](#) for community banks and credit unions.

