Filene

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Filene Launches Financial Services Industry Survey to Assess Data Analytics Readiness
The 10-minute assessment will benchmark and baseline the credit union system

Madison, Wis. – Filene has launched a new system-wide data collection effort for credit unions. This research will baseline and benchmark the readiness and maturity of credit unions' data analytics and business intelligence capabilities.

Analytics readiness is a way for an organization to assess if the various levers that need to be pulled are primed and ready. As lead researcher, Filene Fellow Dr. Cheri Speier-Pero of Michigan State University aims to identify critical drivers of readiness to help credit unions and credit union system partners make sound investments in the people, processes, and technologies of data analytics—and see value from those investments. This research is being conducted through Filene's Center of Excellence for Data Analytics and the Future of Financial Services.

"Credit unions are under constant pressure to keep up with demand for digital delivery of financial services. Using data analytics to fulfill these demands is essential yet realizing value from data continues to be a challenge," said Filene's Senior Director of Research, Taylor C. Nelms. "By participating in our data readiness assessment, credit union CEOs and IT leaders advance their organizations' digital transformation journeys and gain insights into effective strategies for data analytics."

The survey was launched on September 28 during a kick-off webinar with the research team and several credit union leaders supporting efforts to further prepare credit unions for the future financial services landscape. Credit union CEOs and IT leaders are best positioned to answer the questions which will take approximately 10 minutes. The survey will remain open through November 24.

"This small step on a credit union's digital transformation journey will also directly benefit each credit union," said Nelms. "All survey participants will immediately receive a download of Filene research and resources on technology and when the survey analysis is complete in early 2022, all participants receive a customized index of where their credit union fits within the big picture of data analytics across the industry."

The Data Analytics Readiness Assessment can be accessed at filene.org/datasurvey. Contact Filene's Senior Director of Research, Taylor C. Nelms at taylorn@filene.org to get more information.

About Filene: *Filene Research Institute strengthens organizations through innovative research and incubation to improve consumer financial well-being. As an independent cooperative finance think tank, Filene's membership network connects a community of leaders and bright minds to change lives through innovation, truth and cooperation. In addition to delivering cutting-edge, actionable academic research, Filene also provides incubators to test and scale solutions, events to spark organizations into action and advisory services to help accelerate and implement innovation. For more information, visit filene.org and @fileneresearch.*

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