

## For Immediate Release

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### **Technology Credit Union Targets Member Loyalty and Growth Through Expanded Relationship With Quest Analytics**

Pittsburgh, PA – April 18, 2007 - Quest Analytics, LLC today announced that Technology Credit Union of San Jose, California expanded its relationship to automate customer loyalty and growth initiatives using customer behavior analytics.

Technology Credit Union will deploy Customer Opportunity Advisor™ opportunity management software to provide associates with insight into member needs and assist with offering enhanced services. Quest Analytics uses analytical techniques to deliver timely, event-based sales, retention, and servicing leads directly to the branch desktop where action can be taken.

"We have been working with Quest Analytics over the last year to focus our member loyalty efforts and this next step will equip our associates with a market-proven tool to help us exceed expectations," said Kathleen Litman, Vice President of Marketing for Technology Credit Union. "Our market is very competitive and Customer Opportunity Advisor gives us the decisioning capabilities to proactively recommend the next logical product or service to each individual member. Our associates will be provided daily sales and servicing opportunities as management tracks each sale and referral activity to completion," said Litman.

"Credit Unions have always been associated with providing excellent service due to their enhanced focus on



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member relationships,” said Karl Keller, President of Quest Analytics. “Customer Opportunity Advisor helps Credit Unions take service to a new level to enhance loyalty and grow relationships by providing behavior driven, prioritized sales leads throughout the organization.”

### **About Technology Credit Union**

Technology Credit Union is a member-owned, full-service financial provider that offers services to technology and business professionals in California and their families, focusing primarily on serving individuals who work, live, go to school, or regularly worship in Santa Clara, Alameda, San Mateo, Santa Cruz, San Francisco and Contra Costa counties. Tech CU was started in 1960 and is now among the top 1% of the nation’s largest credit unions. With more than \$1.2 billion in assets, and nine full-service branches in the Bay Area, Tech CU is a leader in the credit union industry.

### **About Quest Analytics**

Quest Analytics, a software technology and services company, specializes in developing and delivering analytical solutions to the financial industry. Founded in 2001, Quest Analytics is a privately held company headquartered in Pittsburgh Pennsylvania. For more information call (412) 347-0386 or visit [www.quest-analytics.com](http://www.quest-analytics.com).

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