



MAP Introduces Portfolio Performance Assessments

MAP is introducing Portfolio Performance Assessments to help client credit unions gauge their position in the marketplace.

TUKWILLA, WA, USA, December 14, 2017 /EINPresswire.com/ -- Is your credit union in a position to capitalize on industry trends? Evaluate your performance with Portfolio Performance Assessments, which provide recommendations to improve your business. According to Business Insider, "2018 will be a watershed year for the payments industry. Payments companies are improving security, expanding their mobile offerings and building commerce capabilities that will give consumers a more compelling reason to make purchases using digital devices."

[MAP](#) is introducing Portfolio Performance Assessments to help client credit unions gauge their position in the marketplace based on key functions that impact their business. The results will help credit unions understand how to incorporate industry best practices into credit union strategy and provide specific, actionable steps for implementation.

Portfolio Performance Assessments are one tool MAP uses to help clients grow their card programs. Helping lead the effort to build greater portfolio performance for MAP clients is Terrance Phillips. As Portfolio Analyst at MAP, Terrance works directly with card managers and others charged with growing revenue and reducing expenses such as fraud and back office inefficiency. Using proprietary analytics tools and big data sourced from multiple reference areas, Terrence is helping credit unions streamline and grow their card programs. Terrance has a BS in Engineering at the University of Illinois at Urbana-Champaign and served as President of the National Society of Black Engineers (NSBE). More recently he worked in Cincinnati as a Business Analyst for Procter & Gamble before relocating to the Greater Seattle area to join the MAP team.

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