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REI Super partners with Laneway Analytics to power data insights for better member outcomes

Data and Analytics Platform, Provident Lane and AI Analytics Portal, Luci to identify and deliver easy to use data insights specific to user requirements across all roles within the super fund

Data analytics fintech, Laneway Analytics today announced a new partnership agreement with REI Super to power new analytics and insights capabilities for the real estate industry superannuation fund. This latest agreement for Laneway Analytics will see its data insights platform, Provident Lane, and AI-driven analytics portal, Luci implemented at REI Super to provide a new level of detail around membership trends and behaviours. REI Super will complete its production rollout for the Laneway Analytics platform within a four week timeframe. Under the new arrangement, Laneway Analytics will work with REI Super's management team to provide detailed and actionable data insights around membership trends and behaviors via its unique purpose built software. Commenting on the announcement, CEO of REI Super Mal Smith said: "We are single mindedly focused on providing the best member outcomes we can, and that requires gaining ever deeper insights into our members. We are delighted to partner with Laneway Analytics and the team of data scientists to further our capabilities in this area. This will enable us to further enhance how we serve our members and their needs in the future." "The Laneway Analytics approach is unique in the field of data insights. We believe our clients should be able to access an agile offering without the need for in-depth training for users, regardless of the role they hold in a fund," outlined Grant Callaghan, CEO of Laneway Analytics. "That is exactly what Provident Lane and Luci deliver and we are proud to have developed a platform that delivers ten times the functionality of any competitive offering in the market. We can do this at pace – our onboarding times are less than a month, which means we begin delivering tangible insights in a matter of weeks." The innovation behind Provident Lane creates a secure, scalable analytics platform designed specifically for superannuation funds. Provident Lane can help super funds harness data daily to deliver high performance insights needed to drive business forward. These insights can include changes in fund membership over time; acquisition, retention and churn profiling; marketing campaign impact analysis and defection propensity modelling. This agreement will see analytics portal, Luci implemented for the first time in an Australian super fund. Based on Laneway Analytics contextual Artificial Intelligence framework, Luci transforms the analytics experience for users by delivering insights based on the user's role and job context – increasing user engagement and collaboration levels with fund insights. /Ends About Grant Callaghan Laneway Analytics is Grant Callaghan's second data analytic start-up venture. In 2009 he co-founded performance analytics consultancy, jackson browne, to advise and guide organisations on their approach to analytics and the impact of mission-critical decisions on performance management outcomes. Building a high profile client roster, jackson browne's reputation led to its acquisition by Deloitte in 2012 – creating the leading performance analytics practice in Australia.

Contacts

Cathryn van der Walt
0402 327 633
mailto: Cathryn@12worlds.com