

Press Release

RelPro Partners with Rivel, Enabling Banks & Credit Unions to Increase SMB Growth and Business Development Efficiency

RelPro's Business Development & Relationship Management platform combines with Rivel's customer perception data, enabling Banks to focus SMB growth & go-to-market efficiency initiatives.

Short Hills, NJ and Westport, CT — January 5, 2023 — [RelPro](#), the fast-growing business development and relationship management solution for Financial Services professionals, announced today its latest partnership with [Rivel Inc.](#), a Management Consulting firm that uses data to align its clients with their shareholders' and customers' needs. The new partnership enhances both companies' ability to support banks and credit unions looking to strategically attract new customers and retain existing clients.

RelPro's cloud-hosted Software and Data Analytics solutions provide financial services professionals with data, insights and time-saving workflow efficiencies to achieve their business development and relationship management goals. RelPro integrates more than 17 best-in-class company, executive and industry data sources into a single user experience, delivering valuable intelligence on companies and decision-makers that enables powerful search and research capabilities to find qualified prospects.

Rivel uses a data-driven approach to give banks and credit unions a deeper understanding of their customer key-decision drivers. Rivel Banking Research conducts 280,000 interviews annually to clarify consumers' experiences and pain points with financial institutions, measuring over 90 perception metrics. With the capability to target that information down to the zip code, Rivel helps financial institutions determine vulnerabilities and opportunities within their territories, empowering them with data that helps them better understand their customers' needs and efficiently develop strategies for new business growth.

"We're incredibly excited to partner with RelPro to offer an A-to-Z solution for banks and credit unions looking to grow their commercial business," said Corey Wrinn, Managing Director for CXLign Banking at Rivel. "Beginning with Rivel's local market opportunity and perception data and utilizing RelPro's comprehensive insights on US companies and decision-makers, banks and credit unions can target the right prospects tied to their growth strategy."

"RelPro integrates best-in-class data to address financial services professionals' needs for a business development and relationship management solution that combines accurate company and decision-maker information with actionable insights," said

RelPro CEO and Founder, Martin Wise. “In partnership with Rivel, we can enable our mutual clients to gain efficiencies in their commercial business growth & retention strategies to meet the needs of their prospects and clients.”

“RelPro’s mission has always been to help financial services professionals save time and grow their business by unlocking deeper insights into mid-market companies and their decision-makers,” added Lauren Meyers, RelPro’s VP of Partnerships & Customer Success. “Partnering with Rivel helps streamline bankers’ prospecting and customer retention efforts. By analyzing Rivel’s local market and perception data, bankers are then able to use RelPro to more strategically identify target companies and contacts in specific industries, geographies and more.”

About RelPro

Founded in 2009, RelPro’s Relationship Intelligence platform was built with the experience that there is no one nirvana source of B2B Company and Decision-Maker data – so why rely on one source of data? RelPro integrates data from best-in-class partners and the web to deliver a unique global database of over 7 million Companies and 150 million business decision-makers, allowing B2B Marketing, Business Development and Relationship Management professionals to quickly identify new prospects and close deals faster. RelPro includes automated Prospect Research to quickly inform business development outreach, and powerful Alerts that provide a call-to-action prompting timely interactions with prospects and clients.

To learn more about RelPro, visit our website – www.relpro.com, give us a call – (888) 561 7890, send us an email – info@relpro.com, or [schedule a demo now](#). To learn what our customers are saying about RelPro, [read the reviews on G2 Crowd](#).

About Rivel

Rivel has been pioneering market research since 1991, working with two-thirds of the S&P 100 through the innovative investor perception study and world’s largest sample Banking Benchmarks study.

Rivel’s study provides Banks and Credit Unions with focused, objective, accurate insights into their local reputation, performance and market opportunity. This intelligence helps financial institutions to create strategies focused on increasing market share, creating effective messaging and driving customer loyalty to build better outcomes. To learn more about Rivel Banking Research, visit <https://www.rivel.com/CXLign> or contact Corey Wrinn, cwrinn@rivel.com.