

Customized Training Strategies and Processes Garner Valuable Intangibles

Abreon quickly developed customized training strategies, new workflow processes, and programs tailored for the company's business culture designed specifically to help tellers and managers.

A \$35 billion regional bank holding company, with more than 140 years serving the financial needs of its customers, faced a people-development challenge. The company provides innovative retail and commercial financial products and services through more than 380 regional banking offices, as well as financial services provided online. International banking services are made available through the headquarters office in Columbus and offices in the Cayman Islands and Hong Kong.

The Challenge

With its implementation of the ARGO retail banking platform, the company sought to improve customer service, as well as cross-sell/up-sell capabilities. To accomplish these objectives, the company designed its ARGO application to provide tellers and managers with fast, easy access to a robust knowledge base containing pertinent customer data. The ARGO implementation represented a major change not only in banking system technology, but also in business processes across the company's environment. Facing a tight schedule for implementation, the ARGO project team knew that a successful deployment depended upon whether or not employees would be ready to use the new system starting on day one.

The confidence that Abreon engendered in the company's trainers helped to promote a sense of momentum and excitement about the entire project.

Our Solution

Recognizing Abreon's training expertise and success in helping people in the financial services sector to adopt new technologies and business processes, the company engaged Abreon consultants to help with an ambitious education program for its ARGO rollout.

Abreon quickly developed customized training strategies, new workflow processes, and programs tailored for the company's business culture and designed specifically to help tellers and managers feel confident using the new technology and become proficient from go-live. In addition to bringing the company's financial services experience to play, Abreon provided immediate value by delivering a team of certified training experts to provide direction and augment an internal team.

Abreon's consultants moved quickly to provide train-the-trainer sessions so that the company's own training personnel thoroughly understood and were able to explain to other employees all aspects of the ARGO rollout, including reasons behind the implementation, nuances of the technology itself, need-to-know business processes, and implications for the business moving forward.

Abreon's on-site team collaborated with internal staff on development of training handouts to support tellers and managers. As the date for go-live approached, a team of six Abreon consultants joined the company's implementation team as they traveled to all retail locations to deliver focused, role-based training designed for a seamless transition to the new technology platform and business processes.

The Results

Abreon completed its comprehensive corporate training project on time and on budget, and the company successfully completed the ARGO implementation on schedule.

Abreon's plan to establish a foundation through train-the-trainer coaching sessions paid off by creating a ripple effect that carried over from trainers to tellers and managers at retail outlets. The confidence that Abreon engendered in the company's trainers helped to promote a sense of momentum and excitement about the entire project — that it would not only create tangible business results for the bank system but would also help to enhance each employee's sense of value, involvement, and ownership in the process.

From a big-picture perspective, the company continues its strong financial performance, including continuing upward trends in net income and earnings per common share, and increases in cash dividends on its common stock. Having exceeded all the company's goals, Abreon continues its work as a trusted consultant, adding value to the bank system's continuing operations.

For more information regarding corporate training and technology adoption offered by Abreon, Inc., call us at 1.800.338.5185.



More about Abreon

With over 30 years of experience implementing change for the Fortune 5000, Abreon transforms organizations by empowering their people to embrace the benefits of change. Our people-centric approach employs customized strategies that align, engage, and educate people as they navigate change to produce measurable results. With more than 250 credentialed consultants, Abreon has the experience, talent, and change agents to move your people forward.



Suite 500, Foster Plaza 10
680 Andersen Drive
Pittsburgh, PA 15220
www.abreon.com

© 2016 Abreon, inc.
All rights reserved.