

CUSTOMER SOLUTION CASE STUDY



Summary



Customer:
FNB Commercial

Country or Region:
South Africa

Industry:
Financial

Company Profile:
FNB Commercial, a division of FirstRand Bank Limited

Business Situation:
FNB Commercial required a solution to build a culture and unity. They needed to implement standards and protocols for consistency throughout the division. Furthermore, they aimed to monitor and measure results and give recognition by rewarding those who comply. The solution needed to be funky, fun and easy to maintain.

Technologies used:
Microsoft® SQL Server
Microsoft® Windows Server™
ApplicationMicrosoft® Visual Studio®
Macromedia Flash 9

3fifteen helps FNB Commercial build a training platform for basic business etiquette – “Project Protocol is born”

Situation

FNB Commercial, a division of FirstRand Bank Limited, approached Microsoft Gold partner 3fifteen to define, design and implement an interactive training solution based on a Flash and .Net platform for its nearly 2000 staff. The new programme called “Project Protocol” needed to be a centralised interactive training system that FNB Commercial’s country wide divisions could access. It had to measure baseline knowledge and improvement and have full report writing capabilities.

FNB Commercial Head: Delivery and Channels Annaline Nel says they required a solution to build a culture and unity within the division. “We needed to implement standards and protocols for consistency throughout the division. Furthermore, we aimed to monitor and measure results and give recognition by rewarding those who comply. The solution needed to be funky, fun and easy to maintain.”

Initially, FNB Commercial identified the requirement to provide corporate training on business protocols. These included telephone etiquette, basic business etiquette, voice mail etiquette, email etiquette, dress code, business dining etiquette, how to address complaints, successful sales and meeting etiquette. FNB then approached 3fifteen to develop a Pilot for the training requirement that incorporated a fun approach and facilitated the measurement of adoption and improvement as a result of the programme.

3fifteen needed to first understand the business objectives, identify the gaming interfaces and how it was to integrate into the backend system. The solution needed to be scalable, allowing FNB to utilise it for other initiatives.

The gaming application had to provide the entry point for users, display links to protocols and indicate users’ progress. For each protocol, users would have to complete an initial knowledge accessing quiz after which they would encounter training material. A library of questions would ensure the user receives random generated questions on each protocol. Once the user has completed the training and passed the quiz on the content, a fun game is unlocked and made available to the user.

The project incorporated eight protocols. Each protocol included:

- The initial quiz to baseline the users’ current knowledge
- Training content that will be displayed as text
- Another quiz to ascertain success of the training content with a pass rate of eight out of ten
- A fun game where the score is logged for a competition.
- Reports that indicate adoption and improvement

Client Background

FNB Commercial is a division of FirstRand Bank Limited. Enduring rewarding relationships are the essence of its business and its relationships are built on value pillars. These are backed by sound governance, “outside-in” leadership and transformation which make up its strategy. FNB Commercial Banking’s strategy embraces and upholds its values, to achieve the vision of the greater FNB.

Understanding that clients are their business, they supply one point-of-contact for both their personal and business needs. They aim to achieve this through their core competencies.

At the centre of these enduring rewarding relationships are its clients. It is essential, therefore, that they know exactly who their clients are, what their needs are and what it is they expect from FNB Commercial.

FNB’s clients fall into three categories:

- Mid-corporate - with turnovers above R40-million, including listed companies, this segment has sophisticated banking needs
- Business segment - with turnovers of up to R40-million
- Agri-segment - these are clients with primary agricultural risk

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Annaline Nel
Operating officer
FNB Commercial

Research has shown that its clients are looking for and value the following:

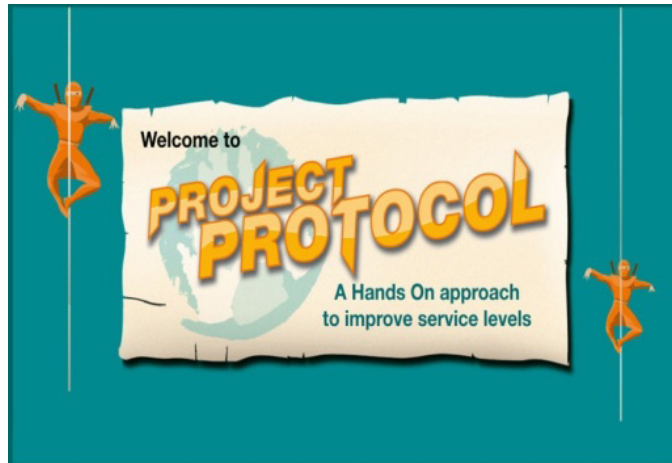
- They must ensure we are easy to do business with
- They must provide appropriate solutions for their needs
- There must be mutual success and win-win relationships
- They must have a holistic view of the client's dynamic world

Everyone at FNB Commercial is passionate about growing the business and they are all involved in the development of these enduring rewarding relationships.

Solution

FNB Commercial identified the requirement to provide corporate training on basic business etiquette. FNB investigated the implementation of a mechanism that would encourage employees to consume the training content on the various protocols. The result was the concept of rewarding employees that worked through the protocol content and passed the quiz with a short interactive game.

To promote the adoption of the Protocol application, FNB decided to run a competition per protocol where the employee that scores the highest on the Flash game wins a prize. The Flash game only becomes enabled once the Protocol Quiz has been passed with a pass rate of at least 80 percent, thereby forcing employees to work through the protocol content and pass the quiz in order to participate in the competition.



FNB have enlisted the services of Wunderman to market the monthly protocols and related competitions, as well as to ensure that the Protocol Application remains in line with FNB's corporate look and feel. FNB approved the Ninja theme that Wunderman proposed for the Protocol application and 3fifteen incorporated the theme into the Protocol application and Flash games.

FNB Commercial provided training content and quiz questions for the 8 protocols.



FNB Commercial was recently awarded Strategic & Integrated marketing ERM at the DMA Assegai Awards.

Benefits

FNB Commercial can now successfully provide corporate training on business protocols including telephone etiquette, basic business etiquette, voice mail etiquette, email etiquette, dress code, business dining etiquette, how to address complaints, successful sales and meeting etiquette. Project Protocol incorporates a fun approach to training and facilitates the measurement of adoption and improvement.

Other benefits include:

- Training is now interactive
- Reduced cost of training
- Easy to implement new training programmes
- Knowledge sharing
- Team effort
- Results oriented
- Low maintenance cost
- Scalable
- No infrastructure required e.g. training rooms
- Low impact on frontline time
- Active real-time reports available