

“We’re still growing the program, we are never finished. We’re constantly identifying new opportunities to make it even better.”

Debra Ray, Training and Organizational Development Manager

A Hometown Bank

Marquette Savings Bank has a rich history of providing the “Hometown Touch,” helping its customers make informed decisions before becoming home owners, while financially supporting only-local charities, causes, organizations, programs and institutions.

To better serve the local community, **improving onboarding processes and customer service skills** was an ongoing strategic goal. With limited internal resources, the human resources department felt a pre-packaged and proven training program would be the best option.

BizLibrary offered a **Streaming Video Library** with thousands of online training programs that covered all of the business challenges the organization was facing.

Marquette Savings Bank worked with BizLibrary to select a list of comprehensive courses that addressed their specific needs.

“We loved how the courses also included participant and leader’s guides, saving time for the trainers”

Implementation

To implement the BizLibrary solution, the company started with compliance training to get everyone involved in the process. They created participant packets and showed videos to all employees.

Each month, they selected a topic for discussion along with course recommendations. Employees could also participate in monthly drawings for giveaways. This encouraged everyone to participate in the program.

Also, at every branch of the organization, a program “champion” was chosen to have administrative privileges. The champions were able to preview and assign courses to other employees within the branch.

The BizLibrary program was incorporated into Annual Performance Reviews. Specific topics and courses were selected for each person as part of individual development. This allowed everyone to receive training on the specific skills they needed to improve on.



Employee Size

50-249

Industry

Finance and Insurance

Products Utilized

Streaming Video Library and Content Management

Marquette Savings Bank is a leader in residential lending and savings programs. Over the past few years, it has evolved into one of the area’s most financially strong, full-service financial institutions for retail and business customers.

Renowned for its tagline, “The Hometown Bank with the Hometown Touch” Marquette Savings Bank has long been committed to the idea that with home ownership comes a sense of responsibility and pride not just in one’s home, but also in one’s community.

www.marquettesavings.com

Community

With the support of the leadership team, Marquette Savings Bank launched Community, a social learning application that allowed everyone to share ideas, questions, successes and news.

This was a great place for new hires to learn and for groups to discuss specific topics. For example, an employee group called “Teller Round Table” was supplemental to train new tellers and provide guidance.

“It’s a place to pick each other’s brains, provide feedback, celebrate successes, discuss common stumbling blocks - all guided by the training department.”

Links to articles can be posted for discussion and subject matter experts can join conversations to serve as guest moderators.

Program Results

The most important accomplishment for Marquette Savings Bank after the implementation of the BizLibrary solution is the **new onboarding program**. Now there is a guided process for each new hire employee, and the time it takes them to become fully productive has significantly decreased.

The sales and customer service program is currently being developed with 6 experts in the company.

Employees have provided positive feedback and started to use the program without guidance. They see it as an opportunity for **professional development**.

“The employees love the courses!”

Senior managers fully support the BizLibrary program. They see that it’s being used constantly by everyone and they feel like “they get bang for the buck.”

Program Results

- Implementation of new onboarding program
- Employees show initiative to take the courses on their own
- Employees take an average of 38 courses per year
- Increase in employee engagement
- Increased company-wide productivity

About BizLibrary

BizLibrary is a leading provider of online employee training and eLearning solutions. The BizLibrary Collection is our award-winning content collection, and contains thousands of online videos and eLearning courses covering every business training topic, including: communication skills, leadership and management, sales and customer service, compliance training, desktop computer skills, and more.

The BizLibrary Collection can be accessed online through BizLibrary's Learning Management System (LMS) or through any third-party LMS. Technology solutions include: BizLibrary's Learning Portal, Content Management System, LMS and BizLibrary Mobile App to help clients improve and manage employee learning across the entire organization. Learn more at www.bizlibrary.com.