

Client Success: Financial Institution

Business Challenge: Following a series of mergers that made it one of the world's largest financial institutions, this bank needed to communicate quickly and effectively with employees across the country and around the globe. All levels of the organization needed to receive clear, unfiltered information from the CEO and his leadership team on their vision, goals and objectives, and details about the new corporate identity. In addition, to realize the economies of scale promised by the mergers, this financial leader needed to quickly implement unified systems and operating procedures for the newly consolidated retail, corporate and international banking businesses.

Convergent Solution: Convergent designed and built a broadcast video network, including two fully-functional studios and content production facilities, a satellite uplink and 850 viewing locations. Convergent continues to support the network with broadcast scheduling, help desk, maintenance and other network services.

Results: This leading financial institution regularly communicates clear, consistent information on the bank's direction and its management priorities. Currently airing five to eight programs each week, the bank continues to add new training and communications programming, increasing network reach and effectiveness. Available seven days a week, 24 hours a day, the broadcast network provides employees with the high-quality training they need to perform their jobs effectively, and is a strategic advantage in building brand identity.