

Case Study - CIBC



Personal Banking

With 17,000 employees, 1200 branches and close to seven million personal banking customers, CIBC represents one of North America's busiest financial institutions.

While accustomed to satisfying the demands of its customers, CIBC found that its internal training department needed help fulfilling a demanding training program.

TrainingFolks was given just 5 weeks to assemble an experienced, specialized and bilingual (English & French) national facilitation team of 25, interspersed with internal trainers across 10 cities. Failure or poor results meant that the employees who were closest to the Client's customers (CSR's, Account managers and Personal Bankers) would also be the least prepared to help them.

Learner Audiences

6000 Customer Service Reps, Account Managers, and Personal Bankers (0-18 month tenure)

Delivery Location

10 Metropolitan regions

Content Focus

Customer service, business processes and banking systems

Lead Time to Mobilize

5 Weeks

Train the Trainer

8 Days

Challenge

To enable CIBC's Retail Training Program to deliver a seven-week Orientation Program (three weeks instructor-led) in 10 cities within twelve months. To transparently facilitate three different learning streams in two national languages.

Solution

TrainingFolks immediately applied its TRIP methodology to design a competency matrix identifying ideal trainers. Success hinged on securing former banking and financial industry professionals - individuals with instant learner credibility and an understanding of the subject matter that no train-the-trainer prep could instill. And found they were, 25 local professionals (many bilingual) from every training region.

Incorporating the CIBC's train-the-trainer program into its own TRIP process, TrainingFolks quickly mapped to the Clients' national rollout schedule. Local talent and seamless immersion eliminated expenses and reduced roadblocks, while consolidated administration ensured simple and responsive team management.

TrainingFolks supplied exactly what CIBC required - a precise and professional team solution that could keep one eye on quality and the other on careful planning and fiscal restraint.

Results

- delivered over 750 days of training to more than 2000 learners
- saved tens of thousands of dollars via reduced accommodation and efficient management
- Rollout schedule was compressed by 3 months

Residual Benefits

- helped streamline and optimize program quality on-the-fly
- exchange of best practices information to apply lessons learned to other training initiatives