

## Case Study - RBC



### Personal & Commercial Banking

RBC Financial Group (RBC) is one of North America's leading financial institutions. Under RBC Royal Bank, services are offered to over 11 million individuals, small and medium-sized businesses, and commercial clients in Canada.

The Commercial Banking Unit was striving to lower their risk due to credit defaults and the severity of loss in the event that a default occurs. A part of this initiative was the replacement of the current risk management system.

The new system would help Account Managers make better decisions about potential customers and provide greater service to their existing customers.

**Learner Audiences**

2000 Account Managers, Credit Analysts, Risk Managers, and Credit Managers.

**Delivery Location**

10 regions across Canada

**Content Focus**

How the tool will enhance the AM, CA, RM ability to make decisions.

**Lead Time to Mobilize**

3 weeks

**Train the Trainer**

6 days

## Challenge

How does RBC Learning Services deliver a content-rich one-day workshop in the shortest delivery window possible while maintaining sensitivity to cost?

## Solution

Utilizing a Just-in-Time Training Solution, TrainingFolks identified the background and skills required for the ideal facilitation team and built a team of six consultants to deliver the program. Facilitators were recruited from every region in order to maintain a local presence including bilingual trainers for the Quebec region.

The emphasis on commercial banking experience along with their adult learning delivery skills instilled credibility to the facilitation team. This experience proved invaluable when the learner audience probed the team for real life situations and asked how they would apply the new system.

## Results

- Local resources saved the project thousands of dollars in travel and accommodation expense.
- Reduced the expected delivery schedule in half.

## Residual Benefits

- TrainingFolks facilitators blended seamlessly with RBC's internal team
- Facilitation team established instant credibility with the learner audience because of their banking experience
- TrainingFolks shared best practices with RBC to continuously improve the quality of future engagements.