

SUCCESS STORY

Do The Right Thing

145,000

new customers in one year

A Regional Bank Commits to “Do the Right Thing”

The Story

A regional bank holding company wanted to grow their business. Their goal was to focus on engaging their colleagues and living their values to “Do the Right Thing.” The bank wanted to rebuild trust among its customers, shareholders and colleagues (employees) by leveraging the bank’s most important asset - its people.

The Challenge

The company believed that for the brand promise to be credible externally, colleagues had to embrace it as well since they are the ambassadors to customers. Colleagues would need to be treated the way they themselves would want to be treated.



The Solution

Next Level's first step was to re-introduce a Years-of-Service program called Colleague Honors that had been suspended. Colleagues who would have received rewards during the years the program was suspended were able to claim those rewards. It also introduced two new employee engagement programs: Manager Spot Awards and Cheers for Peers. Both are implemented using the TotalPRO® web-based incentive and reward platform. The next step was to roll out a series of regional Roadshows that allowed colleagues to hear in person from senior leadership on how Huntington was "living" their values. These Roadshows were held in 11 locations in 6 days, and 3,700 Huntington colleagues attended. Lastly, Next Level Performance helped organize the Right Team, Right Place Huntington Investment Company sales contest where colleagues were rewarded with a coveted spot at the Chicago Sales Rally.

The Success



Its focus on "Do the Right Thing" has had a strong effect on its colleagues and, consequently, its customers, too. It resulted in an additional **145,000 new customers in one year.**

Company Overview

For more than 40 years, as part of the Dittman Group of Companies, Next Level Performance has been a trusted partner to organizations in a wide range of industries, helping them to tap into the vast potential of their teams, partners, and customers. We are committed to furthering best practices in our industry, investing not only in technological solutions, but also in the research and insights that inform your program.