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— Cheryl French, Corporate Communications Manager, Danversbank

Danversbank uses WebEx Workspace to reduce the error prone paper-based operations, save time and facilitate better employee communication.



INDUSTRY

Financial Services

WEBEX APPLICATIONS

WebEx Workspace

SUMMARY

Danversbank is using WebEx Workspace for secure document sharing, knowledge management in its day-to-day operations, community relations, new business development, and employee communications programs.

ABOUT DANVERSBANK

Line of Business

Financial Services

Headquarters

Danvers, MA

Number of Employees

250

WebEx Customer Since 2003

Established in 1850, Danversbank is a one-billion dollar financial institution operating 13 full-service locations across Essex, Middlesex and Suffolk Counties. The bank is an acknowledged leader in commercial and small business lending, is consistently ranked "Outstanding" by the Federal Deposit Insurance Corporation (FDIC) for its community reinvestment activities, and was named one of Massachusetts' "Best Places to Work" by the Boston Business Journal in 2005.

The Challenge

Like any other growing financial institution, Danversbank faces the need to continuously improve and innovate. With a great number of policy, rate and operations documents and forms, Danversbank was looking for ways to cut the error-prone and time consuming paper-based communication and establish a central, permissions-based repository accessible to all employees. In addition, Danversbank saw the need for building an employee portal, facilitating communication between the bank's staff, management and the community.

The Solution

"We've been using WebEx Workspace, (formerly known as Intranets.com), since September 2003, and its contribution to productivity has been substantial. We keep finding new ways to use it to facilitate our business," says Cheryl French, Corporate Communications Manager and administrator of Danversbank's WebEx Workspace.

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Danversbank uses the WebEx Workspace Document Manager, Announcements and the Database Manager everyday, throughout its operations, and other WebEx Workspace functions, such as Opinion Polls, on a regular basis.

"We have about 30 Folders in our WebEx Workspace Document Manager and those folders contain hundreds of active documents shared on a permissions and password-protected basis," says French.

Danversbank has about 60 policies that govern the way the Bank does business that are shared in the WebEx Workspace Policies Folder. Formerly, when there was an update to a policy, every department received a paper copy of the update and was told to replace existing pages with the new updated pages. Since all of the bank's policies are up for renewal on an annual basis, this process represented a lot of paperwork, and a lot of time and effort.

"Obviously, WebEx Workspace provides a much better solution for updates. Using

Using our Workspace this way gives us three advantages: People don't have to keep the paper files anymore; they don't worry that their copy is not up-to-date; and we can notify people immediately of any change in our documentation.

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"In the same regard, the Bank's Forms folder contains 100 different forms employees use within the Bank and while servicing our customers—anything from a Change of Address form that we give to a customer, to a Direct Deposit form for our own payroll. Regardless of when the last change was, an employee can pull a copy of a form off Workspace at a moment's notice, and know that he or she is getting the most current version of the form."

Communicating Rate Changes

Danversbank also uses the WebEx Workspace Document Manager to post Rates and Rate Changes for tellers, Customer Service Reps and all other Bank personnel. "When we update them, the form's title shows up under a What's New column on the Workspace Home Page, so employees know there has been a change right away."

"I like the fact that we can grant various levels of permission for access to these folders and documents, and yet have them all reside on the same Workspace. It makes it all very easy to administer," French says.

"The WebEx Workspace Document Manager is so helpful. Before we had it, people were e-mailing each other large documents and now there's no need for that. WebEx Workspace provides them with

a central place to go to share information of all sorts. WebEx Workspace has definitely increased productivity at the Bank, and it has certainly alleviated the burden on our e-mail server. It really serves its purpose."

Multi-purpose Announcement Function

"The WebEx Workspace Announcements feature is another aspect of the service that is hugely appreciated here," French says.

"We regularly have 25 announcements posted on our Home Page. I use the WebEx Workspace Announcements feature in 3 ways: Full announcements; brief announcements with links to more information; and announcements with a link to a WebEx Workspace database."

"We post 4 to 5 announcements each day. Depending on the nature of the announcement, I might keep it out there for 2 or 3 weeks, until I'm sure everyone has had a chance to see it. Then I either delete it because it's obsolete, or copy it into the Document Manager, so people can refer to it there on an ongoing basis."

Databases for Community Relations, New Business Development

Danversbank also uses Workspace Database Manager to help manage community relations, new business development and employee communications.

"We have a team of people working on community involvement and that covers what Danversbank is doing in the community, what our competitors are doing in the community, and what new business opportunities are opening up. The WebEx Workspace Database Manager helps us facilitate and track all of this

involvement," French explained. "These databases are accessed by anywhere from 8 to 250 employees."

"Another database allows employees to anonymously submit questions to the President. When he responded to the questions, we put his response in the WebEx Workspace Announcement section so people could see that right away."

Employees can also confidentially nominate co-workers for monthly exceptional service awards. "This is an example of a database that can be added to by everyone, so they can put in nominations, but cannot be seen in total by anyone except certain senior management staff. I love that I can make a database that only one person can see or that the whole Bank can see. That works out great," French said.

Danversbank also uses Workspace databases to facilitate event registration. For training, employees can use Workspace to register for the session that works best for them. "It's a much easier route to take than asking the employees to e-mail the HR Department to register, and then worrying about keeping track of who is scheduled when. The system captures that data and we can look quickly to see exactly how many people signed up in the database."

"I feel like we are just beginning to scratch the surface of the WebEx Workspace Database Manager and its capabilities. WebEx Workspace provides all the functionality we need and then some," French concluded.

HIGHLIGHTS

Danversbank needed an efficient way to reduce the amount of paper files, ensure that the documents being used are up-to-date, and notify employees quickly of any documentation changes.

By utilizing WebEx Workspace, Danversbank is now able to share policy, rate and operations information more quickly and efficiently across their 13 full service locations in three counties.

Danversbank now achieves increased productivity and better communication between the bank's staff, management and the community.