

Building the Bank of the Future

ACT LESS LIKE A BANK AND MORE LIKE A TECH COMPANY

The CEO of a leading financial services bank in Asia, with a presence in 18 markets and providing a full range of banking services, wanted to use video to communicate his future vision to the entire organization and partnered with Kollective to live stream these events to all employees.

Live video proved immensely effective for streamlining employee communication and increasing engagement. Since the first event five years ago, the bank has brought all production in-house, built state-of-the-art studios and continues to use Kollective to deliver video. Their innovation and success is recognized across the industry and they have been awarded several prestigious “Global Best Bank” awards as a result.

THE BUSINESS CHALLENGE

UNIFYING A COMPANY THROUGH COMMUNICATION

The bank’s leadership’s strategy was to be innovative, leverage technology and inspire employees to relentlessly focus on creating a superior customer experience. At the time, employees were limited to gathering at headquarters, which required significant resources and had limited reach. The banks leadership needed a scalable and effective means of communicating and engaging with their global organization.

- Past town halls had limited reach and influence across the organization
- Needed greater transparency, employee engagement and empowerment
- Current video assets stored in different locations and were sometimes shared by employees without traceability or security
- 3rd party managed services were expensive and they wanted to develop in-house capabilities

THE SOLUTION

DIGITAL TRANSFORMATION AND EMBRACING VIDEO

The bank’s CEO was committed to communicating to his global staff through Town Halls and broadcasting these events to everyone in the company. They wanted to leverage the high engagement factor that live video brought to their communication strategy and selected Kollective to provide the streaming infrastructure.

- Enable unlimited scalability to ensure all employees could participate in live video events, regardless of a viewer’s location or bandwidth
- Deliver a high-quality, personalized live video experience
- Offload up to 99% of the network bandwidth typically consumed by video
- Provide event analytics and insights on the performance of the network, content delivered, employee reach and user engagement

Company:
Leading Asian Bank

HQ:
Singapore

Employees:
27,000

Global locations:
Offices across 18 markets

“Kollective allowed us to disrupt and redefine our internal communications function”

- Executive Director, Group Strategic Marketing & Communications

“We need to act less like a bank and more like a tech company...”

- CEO of a Leading Asian Bank

SUCCESS BY THE NUMBERS

REACH

24,331 employees

ADOPTION

318 Live events hosted to date
1,708 videos in VoD library to date

BANDWIDTH SAVINGS

23,890 GB

ENGAGEMENT

45,000+ video views to date

THE IMPACT

WINNING “BANK OF THE YEAR” STARTS WITH YOUR EMPLOYEES

Kollective provided a video streaming solution and guided them through their first live event with great success. Since that first event, live video has been so successful for employee communications and engagement the bank brought all event production in-house and built state-of-the-art studios. The success of video communication has created a superior employee and customer experience, which led them to winning prestigious global banking awards.

- The bank has become the model for embracing digital transformation and creating a modern workplace based on inclusive leadership, employee engagement and collaboration
- Leadership effectively communicates to all employees, including those in remote locations
- Saved significant costs and time by utilizing their existing network for video delivery rather than purchasing hardware
- Created a central and secure location for hosting all on-demand videos
- Employees became more connected, motivated and engaged than ever before

	SECURITY	CHINA	INTEGRATIONS
CHALLENGE	Complex infrastructure within the banking environment	Stream video reliably to China	Existing employee engagement platforms (voting, polling, surveys and Q&A)
SOLUTION	Kollective’s integration with the banks single sign-on platform ensured only internal employees could access content	Kollective’s intelligent peering and load balancing sourced content locally and reliably	Integrated with 3rd party audience engagement platform to provide a high-quality, cohesive employee experience
OUTCOME	Totally secure, allowing for auditing and provided rich analytics on platform usage	High-quality video experience for employees in China	Greater interaction and engagement for employees

GLOBAL AWARDS

Since implementing Kollective the bank has been awarded some of the most prestigious global best bank awards in the industry.



Contact Kollective

US +1 408 215 6400

UK +44 (0) 800 242 5602

APAC +65 9371 8000

kollective.com

salesinfo@kollective.com