



St.George Bank

SUMTOTAL® CUSTOMER SUCCESS

▶ THE COMPANY

Founded in 1937, St.George Bank Ltd. is Australia's fifth largest bank and one of the top 15 publicly listed companies in Australia, employing over 8,500 people.

Its national operations include retail banking, institutional and business banking and wealth management. To support its customers, and attract new clients, the bank relies on a variety of distribution channels. These channels include approximately 2,000 auto dealers and 500 branch agencies, which are typically pharmacists operating small retail pharmacy outlets operating in shopping centres.

Along with teaching its channels about the bank's products, St.George Bank must ensure its partners comply with Australian financial regulations. For example, St.George certifies that auto dealerships arrange financing for a customer to buy a car via a loan from the bank through processes that meet certain regulations. As for pharmacies, the bank provided product and procedural training to enable the bank to be professionally represented within legislative requirements.

SumTotal[®]

STRONG TEAM, STRONG BUSINESS.

CASE STUDY

St. George Bank

“Since they’re transacting business on behalf of St.George, our distribution channels have to comply with the same laws as anyone who’s an employee of the bank,” said David Morrison, manager of design & delivery for St.George Bank Ltd. “We, of course, are required by the Financial Services Regulations to provide training on such things as privacy, code of banking practices, consumer credit codes, taxation and insurance.”

▶ THE CHALLENGE

St.George felt it had to have in place the same level of learning technology for its distribution channels as it had for bank employees, namely a learning management system (LMS). In 2000, the bank had installed a SumTotal LMS, which delivered and tracked training over the Internet, for its 8,500 staff.

But the bank had no such system for its channels. Instead, the bank relied on a cumbersome, paper-based system to train its distribution channels on banking and lending practices. And because the people within these channels often changed jobs, the volume of training and testing was high. St.George was also saddled with grading (by hand) thousands of tests on banking rules, which channel partners took each year.

To train auto dealers about St.George’s lending policies, the bank was processing up to ten assessments a week, taking a full week to complete the grading. If, for example, an auto dealer failed one of these tests, then he or she had to immediately retake the exam. Next, a compliance officer at St.George would have responsibility for making sure the tests were retaken, graded and certified. The process for certifying that pharmacists had complied with the bank’s policies was much the same. St.George is obliged to have accurate compliance training records at the ready should regulators seek this information. St.George was not confident that paper-based records could be relied upon. Consequently, the bank wanted its assessments presented and completed on-line.

“*Expanding the use of our LMS to an extended enterprise of distribution channels gave us a consistency of message and education across our internal and external audiences,” he said. “We were also able to use the LMS to verify and automate our training reports for government regulators.*”

- **David Morrison**
Manager Learning Design
St.George Bank Ltd.

“To legally represent St.George, we had to prove not only that someone passed the assessment but also that the person taking the assessment was who they said they were,” added Morrison. “It sounds simple, but it’s a process fraught with challenges.”

CASE STUDY

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▶ THE SUMTOTAL SOLUTION

In January 2005, St.George rolled out its SumTotal LMS to its distribution channels.

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With the LMS, St.George offered a web-based system for training that delivered and recorded tests certifying people to transact business on its behalf.

“Courses delivered via the LMS take about 30 minutes to complete and each one includes an assessment,” said Morrison. “If people pass their online exam straight away, then there’s no delay in issuing accreditation. In fact, they can start to sell and transact business on behalf of the bank on the same day.”

To prove the identity of test-takers, the bank put in place unique passwords and usernames for registrants. And to mitigate cheating on assessments and add rigor, Morrison and his colleagues introduced randomization in the online tests.

▶ THE RESULTS

St.George Bank estimates that rolling out the LMS to its auto dealers has saved the bank’s compliance and training staff as much as four days of work per week in some cases. This was work that, in the past, included collecting tests, grading answers, confirming registrants and inputting data on spreadsheets for regulators. “Now we are able to utilize those trainers doing what they do best – facilitating a broad range of training to internal staff,” Morrison said

“We believe there’s also an affinity for St.George among all of our channel partners because of the LMS,” said Morrison. “Lending policies are different from bank to bank, so our channels have to know each bank’s policies. These people might be inclined to write St.George loans versus other bank’s loans because the e-learning material available through our LMS has now made it easier for them to know the St.George process.”

For more information, please contact us at +1 650 934 9500, or toll-free at +1 866 768 6825, or via email at sales@sumtotalsystems.com.

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