

# Solutions for Financial Services

## Sustaining Growth through Improved Learning and Communication



In today's fast-paced and competitive financial services business, the ability of individual offices to increase deposits, increase loan volume and reduce delinquency is critical to the overall success of the company. Leading financial services organizations able to effectively communicate with their geographically dispersed branch managers and tellers have a significant competitive advantage that positively impacts business results. Reaching hundreds or thousands of employees across hundreds of locations represents a serious challenge. One Touch Systems has a proven solution that fills the critical need to deliver **high quality, accountability based, centralized communications and learning programs throughout the organization.**

### Challenges for Financial Services Organizations

Financial services organizations face significant challenges, including how to:

- > Instill in-depth product and services knowledge to all customer facing personnel
- > Ensure strict compliance with regulatory requirements through education of frontline associates in company processes and procedures
- > Implement new programs more effectively by delivering timely, consistent and comprehensive enterprise-wide communications
- > Retain existing customers and increase customer loyalty through superior customer service
- > Address employee challenges resulting from mergers and acquisitions
- > Develop mechanisms for sharing best practices between branches so all locations and all employees have the opportunity to learn from top performing peers
- > Facilitate "Town Hall Meetings" — allowing company executives to personally reach every employee in the company on a regular basis

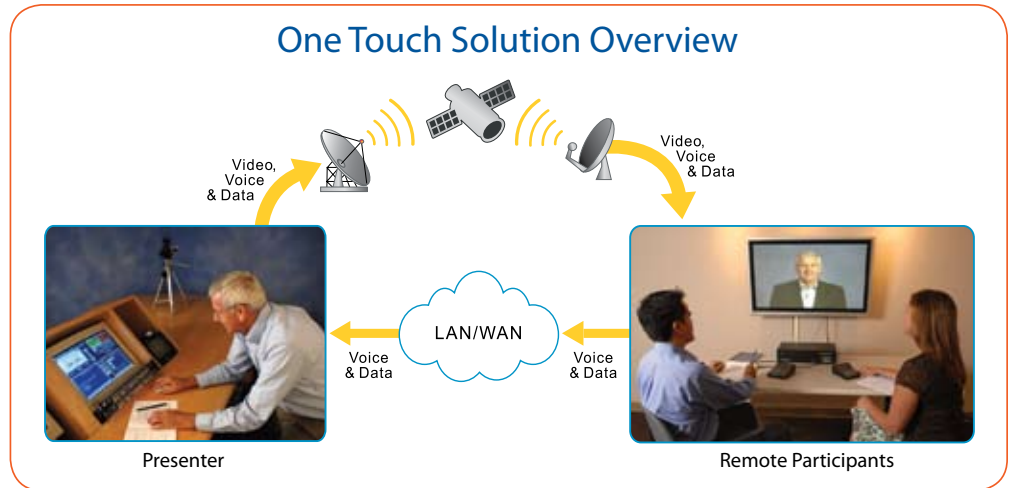
### The One Touch Solution

One Touch provides a solution that addresses the various communications and learning challenges. One Touch's highly scalable solution is capable of reaching thousands of participants at hundreds of locations with measurable, certifiable training and the highest levels of live, face-to-face-like interactivity. No other technology has so effectively replicated the live meeting room and classroom environments. The solution helps organizations collaboratively communicate across the enterprise in a clear, uniform way — enabling all employees to understand the vision, mission, goals and objectives of the organization. One Touch provides organizations and individuals the opportunity to learn, and share information and experiences, where they work, when they need it.

*“One Touch is a mission critical part of our business or any geographically dispersed business for that matter. JCPenney's 149,000 associates can't be trained in a consistent manner with any other approach; the One Touch solution is far more efficient and effective than any traditional alternative.”*

Deborah Masten  
VP HR Communications  
and Development Director  
JCPenney

## One Touch Solution Overview



“Something that we didn't have before was the ability to talk to everyone at the same time, to get a consistent message out there. And by getting out a consistent message, we're seeing consistent results.”

Dan Pryor  
VP of Corporate  
Communications  
Safeway

## Benefits for Financial Services Organizations

For financial services organizations, the One Touch solution creates benefits never before possible, including:

- > Consistent growth through well-informed customer facing associates
- > Simultaneous rollout of new product promotions and initiatives to all associates – eliminating time to market delays
- > More loyal customers with an increased number of products adopted per customer
- > Reduced employee turnover through improved support and training programs, as well as better feedback mechanisms
- > Alignment of the organization through enterprise-wide communications with greater clarity on the mission and direction
- > Speed, reach and consistency of corporate communications for greater impact on business results
- > Two-way communication across the company with the opportunity to share best practices
- > Greater effectiveness of learning programs with increased comprehension, measurability, flexibility and accountability

The solution will enable financial services organizations to introduce an interactive distance meeting room and classroom model as a key component of its communications and employee development strategy, and as a means of addressing the various challenges.

## About One Touch

One Touch Systems is the world's leading provider of live, interactive distance communications and learning solutions. The One Touch solution integrates video, voice and data over any broadband network, with measurable and certifiable results. One Touch extends the reach of communication and learning sessions to geographically dispersed participants in networked classrooms as well as at individual PCs. Many of the world's largest organizations, including JCPenney, Safeway, Social Security Administration, Federal Aviation Administration, General Motors and Ford Motor Company, are One Touch customers. One Touch solutions are deployed on five continents reaching an estimated 3 million employees annually.



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