



Success Stories

Zions Bank



Zions Bank is recognized for continually developing and introducing new products and opportunities for its customers—a responsibility that often lands with bank employees. Initially, when unforeseen questions or concerns arose about these new offerings, the employees did not have a clear path of communication.

Realizing that employee input is as valuable as its monetary assets, Zions Bank implemented EmployeeVoice™ into their intranet. Staff members were encouraged to ask questions, give feedback on new programs, and share compliments as well as frustrations. The effect was immediate. Management learned early in the cycle the common concerns and issues employees had and were able to affect policies and procedures immediately.

The positive effect could be felt in both employee loyalty and retention—an unexpected benefit was a jump in profitability. In one particular branch, EmployeeVoice also unearthed issues that had caused morale to suffer, and in turn, customer satisfaction had sagged as well. The bank now manages these issues quickly and in a targeted way. Written feedback that had taken around two weeks to respond to in the past is now being addressed in less than 24 hours. Zions is seeing not just happier employees, but a higher level of profitability they attribute in part to the role of EmployeeVoice. As LeeAnn Linderman, Senior V.P. of Branch Banking put it, “Zions can’t live without Allegiance!”

Mountain America Credit Union



Mountain America Credit Union is one of the largest credit unions in the country—thanks in no small part to the excellent service provided by its employees. However, achieving this level of service is a significant training investment, one that is lost when a staff member leaves.

Mountain America was already in the practice of gathering exit interviews on paper, but reviewing them was slow and recognizing common causes for dissatisfaction was even slower. Management was not aware of key issues until too late; the employee was gone or the issue was past resolution stage.

With the implementation of EmployeePulse™, Mountain America “tests the waters” with staff members on a regular basis. A survey is sent to a segment of employees to check for stress indicators — and for positive on-the-job passions. Throughout the year, management can measure the attitudes of staff and make any necessary corrections quickly and accurately. The predictive indicators of EmployeePulse have been so accurate, Mountain America Credit Union reduced employee turnover by 30% over three years. Physicians saw that the hospital took their concerns seriously; they responded with obvious loyalty and trust in the organization. Mountain View Hospital enjoys stronger relationships with these physicians—including more referral business, a success they attribute to the success of PartnerVoice.