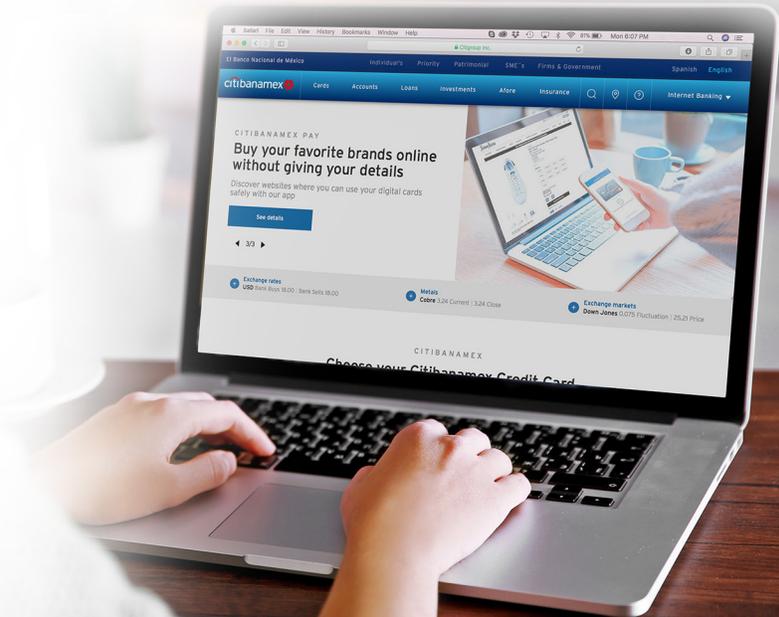




# Banamex Chooses Sistemas CBT and Saba to Create a Virtual University to Educate and Help Retain Executives

**Industry: Financial Services**

**Use Case: Virtual Classroom, Video and Web Conferencing**



“ At the beginning, some people were skeptical. Once they experienced a university class or training utilizing our special methods and techniques, they became enthusiastic supporters of Saba-based, synchronous virtual learning. ”

**Dr. Gabriel Molina León**, President, Banamex University

## CHALLENGE

Reduce employee turnover and build loyalty among promising executives, while offering the opportunity for more of its employees to earn a college degree or further their education.

## BENEFITS

- Decrease turnover among current Banamex University students and graduates over the past seven years to virtually zero
- Extend the opportunity to earn college degrees or diplomas to bank employees located in hundreds of cities across Mexico
- Reduce its training budget by more than \$2 million by eliminating travel costs for thousands of employees outside of Mexico City
- Have a positive impact on the performance of the sales force bankwide
- Enable better team building and cooperation using Saba's ability to create and enhance collaboration and leverage social media methods and techniques

Grupo Financiero Banamex is the leading financial services firm in Mexico. Founded in 1884, Banamex has a network of more than 1,700 branch offices across the country serving over 21 million customers. Banco Nacional de México and its group affiliates offer a variety of personal and commercial financial services including banking, investment and insurance products and services — in addition to investment planning and management.

For many years, Banamex not only provided a comprehensive training program for its employees, but also financed study at traditional universities for selected individuals. Unfortunately, this simply made Banamex personnel prime targets to be recruited away by other financial institutions — as evidenced by the many former Banamex people who are now CEOs or top executives at competing banks.

To address this, Banamex established its own bank-operated university — designed to offer college degree programs as well as quality training. The thinking was that Banamex University would decrease turnover, at least while employees were enrolled. Further, it was hoped that by providing an opportunity to earn a college degree — which perhaps family circumstances had prevented in the past — Banamex could earn greater loyalty from the graduates.

While the university’s on-site classroom and self-study offerings benefited selected Banamex employees in Mexico City, more than half of the bank’s 43,000 employees are located elsewhere across the country and had little access. So in 2007, Banamex — with the help of Saba partner Sistemas CBT — implemented Saba’s real-time, distance-learning solution to create a virtual university within the reach of all of its employees.

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### WIDE RANGE OF DIPLOMA AND DEGREE PROGRAMS

Banamex University offers students more than 30 diploma and degree programs supported by Saba. This includes officially accredited bachelor’s of business administration degrees in branch management, branch operations, and banking back-office; a master’s degree in human behavior and leadership; and an MBA in conjunction with Instituto Tecnológico de Monterrey — the first real-time distance learning program offered by the highly prestigious Monterrey Tec.

Banamex also relies on Saba to host webinars for bank executives on mid-market sales and sales to small and medium-sized businesses.

Today, the bank has more than 3,000 employees using the Saba real-time, distance-learning platform annually, including 750 students enrolled in virtual university classes four days a week, with the rest involved in training. This brings the total to 7,000 concurrent users weekly, totaling nearly 30,000 student hours of sessions per year.

“Banamex is a completely customer-focused bank,” Dr. Molina remarked. “We strive to not only satisfy customer needs, but also to delight and exceed expectations. This is what drives us. So, the better we can train our personnel, the more likely we will be to satisfy those needs.”



## AN IMMERSIVE CLASSROOM ENVIRONMENT

Banamex University has used Saba to create a truly immersive virtual classroom environment. It has been so effective at encouraging real-time distance learning that the academic results are proving better than the bank's previous approach.

Dr. Molina found that pre-packaged self-study programs have a high desertion rate. Many students simply don't have the willpower and aren't structured enough to succeed studying on their own.

The university's distance-learning classes take full advantage of Saba tools such as real-time audio, messaging for students to ask questions, an interactive white board, chat-based breakout rooms, and the ability to conduct class polls or have students symbolically raise their hands or smile at a humorous comment. The result has been higher scores on the CENEVAL exam conducted by Mexico's national evaluation center than in the past.

"We like to say, 'We take the professor into your home,'" commented Dr. Molina. "The concept of distance learning is almost a misnomer. Students can be at home in pajamas on a Sunday morning — and save on travel time and expense, reduce pollution and avoid driving into the big city. They don't have to go to the university — we bring it to them."



## ENHANCED LOYALTY, DECREASED COSTS AND INCREASED SALES

The real-time, distance-learning environment has been enormously successful at building loyalty among individuals that are currently enrolled or have graduated from the program.

According to Dr. Molina, there has been virtually zero attrition among these employees. Students are grateful to Banamex for enabling them to get a degree or enrich their skill sets and improve their career prospects within the bank, and this translates into enhanced loyalty and greater retention. Banamex is consistently named as the best bank to work for in the country.

"When students meet physically for the first time at graduation ceremonies, it's often very emotional," Dr. Molina stated. "People hug, hold hands, and then go to the professors and hug them as well. This illustrates how powerful distance learning can be."

In addition to enhanced loyalty and diminished turnover, the bank estimates it has cut more than 10 percent from their annual training costs due to reduced travel expenses. Plus, the bank is certain that the program is having a positive influence on its sales efforts as well.

“ Although it's hard to isolate the effect of our distance learning on sales, we're confident that the Saba supported programs have made a big impact on the performance of our sales force. ”

Dr. Gabriel Molina León, president of Banamex University

## SABA AND SISTEMAS CBT: THE CLEAR CHOICE

When Banamex University was considering vendors for its real-time distance learning, Dr. Molina turned to Sistemas CBT and Saba as the clear choice. Sistemas CBT has more than 15 years of experience, specializing in responding to organizational needs in the area of Human Capital Management.

The firm's tailored solutions have allowed Banamex to execute its learning strategy and increase both loyalty and productivity while reducing operating and administrative costs. "Whenever we've had to make an adjustment, Sistemas CBT has responded quickly and seamlessly," Dr. Molina explained. "I don't think we could have had such decisive and, above all, rapid success without Sistemas CBT and the Saba platform."

The bank continues to expand its use of Saba through a collaboration network focused on personal development and leadership, which connects more than 3,000 users. In addition, Banamex has created something called the "happiness society," which applies social media tools and techniques to bring people closer together virtually through Saba.

"Education is one of man's noblest endeavors," asserted Dr. Molina. "It changes the life of an individual and makes him or her a better person. Our goal is to have Banamex not only be a great place to work, but also a socially responsible business."

## ABOUT SISTEMAS CBT

Sistemas CBT is a recognized leader in Mexico in providing Human Capital Management consulting and services to enable organizations to close the gap between human resources strategy and implementation.

Recognizing the need to provide quality training to employees with limited access to physical classrooms due to distance or rigid work schedules, Sistemas CBT has pioneered eLearning solutions for organizations of all types and sizes.

Among the benefits Sistemas CBT has provided through implementations modeled after the corporate university at Banamex are: more consistent development and training of individuals, better collaborative environments that motivate staff and promote productivity, simplified administration, reduced costs, and leaner payrolls due to improved hiring and training.

# Your success starts here!

### The Saba Experience:

-  24/7 customer support
-  Regular user group meetings
-  Collaborative online customer community
-  Standard or customized implementation services
-  Value-added strategic services
-  Dedicated customer success rep

Learning

Performance

Engagement

Recruiting

Workforce Planning



Every company says they want to engage, motivate and inspire their people. As we see it, the problem is not that they can't – it's that they don't have the environment that really enables their top talent to thrive. Saba creates that environment, with talent development solutions that put people and teams in the driver's seat of their own experience, while staying aligned to your business goals. And delivering deep performance insights that connect people to business success, like no one else can. [Saba. The Talent Development Company.](#)

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