

CHALLENGE

With more than 380 regional banking offices in five states, Huntington Bank knows the importance of frequent corporate communications. The company initially sent out quarterly videos, featuring comments from its CEO, on VHS tapes – an expensive and time-consuming process. Each production run cost around \$4,500 and took several weeks to distribute. Huntington eventually transitioned from VHS tape to DVD format for these videos, but discovered that many recipients lacked DVD players. These manual distribution methods also provided no way to track viewing rates.

In late 2004, the company began sending videos over its corporate network. This distribution method had its own share of problems. It took over a week to distribute each video through Huntington's internally-developed file transfer system, and the end user experience was severely degraded. Instead of full-screen video, users saw only a small square in the corner of their screens, and the video was out of sync with the audio track. As a result, the company's Corporate Communications group began researching alternative hardware and software-based solutions.

SOLUTION

Upon closer evaluation, hardware-based solutions were deemed too costly and time-consuming. After consulting with analysts at Forrester Research, Inc. and Gartner, Huntington selected the Ignite Content Delivery Solution to address its corporate communications needs. The bank took advantage of Ignite's ability to control branding of the end user experience and re-branded the Ignite solution as **Channel 17**. Huntington introduced **Channel 17** within just eight weeks, and the channel was soon reaching 84% of the company's remote clients. Now, Huntington uses Channel 17 to send out "The Huntington Report" videos to all its associates and weekly retail communications in PDF format to all its banking offices. Content is targeted based on geographic regions by using 22 different attributes in the company's HR system.

"One key advantage of Ignite is that it allows us to make fact-based decisions about future corporate communication initiatives. Ignite is a win for both the business side and the IT side of Huntington Bank."

Barry Salmons
Interactive Media Manager
Huntington Bank



RESULTS

During a 12-week period in late 2006, **Channel 17** completed over 123,000 deliveries containing a total of almost two terabytes of rich media content. The quality of the end-user experience improved dramatically with Ignite. Users can now view full-screen, TV-quality videos on their computers. Ignite has reduced Huntington's production costs and saved time for the company's associates by providing targeted videos for specific job groups. For example, **Channel 17** is used to notify sales associates about new product launches before they are announced to customers. The company also distributes a video of its annual "Simply the Best" awards ceremony to all associates to motivate them to aspire to excellence.

Ignite helps Huntington focus on its key business drivers:

- Encourage more direct and immediate communication between executives and the front lines.
- Track and report on how many associates view communications – and for how long.
- Increase ability to appeal to various styles of learning.
- Decrease time to competency and time to market for product information.
- Improve ability to deliver timely communications.

Through Ignite's unique technology, **Channel 17** provides new visibility into employee behavior, enabling Huntington to see who is viewing important communications. This allows the Corporate Communications group to take necessary steps to increase viewing rates. For example, the running time of the quarterly video known as "The Huntington Report" was shortened significantly after reports showed that most viewers stopped watching these videos halfway through. Viewing rates immediately increased for the new, shorter videos.



In the future, Huntington plans to integrate the Ignite solution with its Intranet and Learning Management System (LMS) to further increase viewing rates and appeal to various styles of learning. The company will also be exploring Ignite's audit compliance capabilities (e.g., HIPAA and Sarbanes-Oxley).

ABOUT HUNTINGTON BANK

Huntington Bancshares Incorporated is a \$36 billion regional bank holding company headquartered in Columbus, Ohio. Through its affiliated companies, Huntington has more than 140 years of serving the financial needs of its customers. Huntington provides innovative retail and commercial financial products and services through more than 380 regional banking offices in Indiana, Kentucky, Michigan, Ohio and West Virginia. Huntington also offers personal, retail and commercial financial services online at huntington.com; through its technologically advanced, 24-hour telephone bank; and through its network of almost 1,000 ATMs. Selected financial service activities are also conducted in other states including Dealer Sales offices in Arizona, Florida, Georgia, North Carolina, Pennsylvania, South Carolina, and Tennessee; Private Financial Group offices in Florida; and Mortgage Banking offices in Maryland and New Jersey. International banking services are made available through the headquarters office in Columbus and an office located in the Cayman Islands and an office located in Hong Kong.

For more information about the Ignite Content Delivery Solution, visit www.ignitetechnology.com.