



“WebEx technology has totally transformed how we engage with each other and with our customers. At this point, it would be difficult to imagine life without it.”

—Mike Larose, Vice President of IT

Flagstar’s IT team rapidly rolls out major training initiatives with WebEx.



INDUSTRY

Financial services

WEBEX APPLICATIONS

WebEx Sales Center, Meeting Center, Training Center, Support Center

SUMMARY

Flagstar needed an online training solution that would optimize resources and maintain the company’s competitive edge. With WebEx Training Center, the IT training team has been able to increase its capacity without adding team members. The company’s eLearning initiative was so successful that Flagstar adopted a full range of WebEx solutions throughout the organization, resulting in expanded reach, greater productivity, and enhanced collaboration both internally and externally.

ABOUT FLAGSTAR

- **Line of Business**
Banking and mortgage lending
- **Headquarters**
Troy, MI
- **Number of Employees**
4000+
- **Target Market**
Businesses and consumers
- **WebEx Customer Since 2002**

Flagstar Bank is a community bank with approximately 165 banking locations in Michigan, Indiana, and Georgia. Chartered in 1987 as a federal savings bank, the company’s assets now approach \$16 billion. In addition to offering a full line of banking products for consumers and businesses, Flagstar is a leader in residential mortgage lending, delivering home loans through a nationwide network of 140 Flagstar Home Loan Centers and over 9000 wholesale broker and correspondent customers. Since its inception, the company has always looked for fresh ways to put technology to work for its customers, and today Flagstar is widely recognized as a pioneer in paperless mortgage processing.

The Challenge

Flagstar offers cutting-edge Web applications that enable customers to manage their loan information online. However, these applications require considerable support from the company’s IT division. Prior to implementing WebEx, Flagstar’s IT Training team was required to travel across the country on a regular basis to deliver training to thousands of customers. “Before we turned to online training, our IT trainers tended to burn out very quickly,” recalls Jennifer Thomack, Technology Trainer. “I personally would spend two or three weeks away from home every month. Under those circumstances, it can be difficult to maintain a healthy work-life balance, and it doesn’t help our carbon footprint either.” In order to provide high-touch customer service and support while reducing travel for employees, Flagstar needed to find an online training solution that would optimize resources and maintain the company’s reach.

The Solution

Today, the IT division at Flagstar hosts an average of 25 WebEx Training Center sessions per week, with attendance rising as high as 170 people per session. “Prior to using WebEx, we would reach only a small fraction of those numbers,” says Thomack. “But with WebEx, we’ve been able to increase our capacity without increasing the number of people on the IT training team.” Flagstar further maximizes its training resources by recording all sessions for anytime access and making those recordings available in a co-branded WebEx training library. “WebEx has helped us develop a library that’s well-organized and easy to navigate,” says Thomack. “By making our training materials as accessible and convenient as possible, we can ensure that both customers and employees have every resource they need without the hassle.”

As WebEx Training Center began to play a larger role in customer outreach at Flagstar, other divisions took notice. “A lot of groups here at Flagstar—everyone from the sales team to customer support to upper management—began using WebEx Training Center for meeting and collaborating,” says Thomack. “So we realized pretty quickly that we needed to diversify our WebEx services in order to take advantage of the full range of WebEx offerings.”

“We’ve kept up with a fast-growing client base without adding team members or sacrificing quality. We absolutely couldn’t keep pace if it weren’t for WebEx.”

—Jennifer Thomack, Technology Trainer



With the strategic guidance of WebEx Professional Services, Flagstar successfully integrated a number of WebEx solutions to suit the needs of many divisions throughout the company. With WebEx Sales Center, the Flagstar sales organization is able to maximize customer relationships using the sales portals for enhanced customer communication and engagement. WebEx Support Center enables the company’s IT staff to engage in quick, reliable desktop sharing for faster resolution of technical issues. And WebEx Meeting Center has become the company standard for internal meetings. “Nowadays, company-wide initiatives really can’t be deployed without online training and collaboration,” notes Thomack. “That’s a huge culture shift in this organization, and it’s all due to the way we use WebEx technology.”

The Benefits

WebEx significantly expands Flagstar’s reach while reducing the company’s carbon footprint. “We can now touch all time zones with our small IT training team,” says Thomack. “We’ve kept up with a fast-growing client base without adding team members or sacrificing quality. We absolutely couldn’t keep pace if it weren’t for WebEx.” She also reports that by using eLearning technology to reduce travel, Flagstar has realized a significant decrease in turnover among IT trainers. “Rather than spend two to three weeks every month on the road, our entire team now travel only two to three weeks a year, if that,” she says. “In terms of quality of life, the difference is just enormous. And again, that’s all due to WebEx.”

WebEx technology also helps Flagstar ensure that new hires can get up to speed far more quickly than before. “Prior to implementing WebEx, we had to observe a fairly rigid training schedule,” she notes. “If a person was hired at a certain point in the month, they might have to wait three or four weeks before going through a basic orientation. But now we can provide on-demand and just-in-time training without bending over backwards.” As a result, the IT training team can now roll out major training initiatives on far more compressed schedules. “We can undertake a major training program—a program that would have taken six or eight months without WebEx—and wrap it up in just two months,” she says. “That represents huge savings in terms of productivity. And upper management and other departments have really appreciated our responsiveness.”

With the capabilities made possible by the full range of WebEx products and services, the entire Flagstar organization can benefit from increased flexibility and enriched interactivity. “WebEx technology has totally transformed how we engage with each other and with our customers,” notes Mike Larose, Vice President of IT. “At this point, it would be difficult to imagine life without it.”

The Future

Considering Flagstar’s success with WebEx technology, it should be no surprise that the company plans to expand its use of WebEx. Long-term plans include the possibility of integrating Cisco WebEx Connect™ for greater collaboration among internal teams. The IT training organization also hopes to adopt Learning Manager by GeoLearning in order to manage and optimize its growing training program. “Every expansion of WebEx at Flagstar has shown clear benefits,” says Larose. “So you’d better believe we’re looking for other ways that this technology can help us grow.”

“We can now undertake a major training program—a program that would have taken six or eight months without WebEx—and wrap it up in just two months. That represents huge savings in terms of productivity.”

—Jennifer Thomack, Technology Trainer

HIGHLIGHTS

- **By using WebEx eLearning technology to reduce training-related travel, Flagstar has realized a significant decrease in turnover among IT trainers and reduced its overall carbon footprint.**
- **WebEx technology helps Flagstar’s IT training team deliver major training initiatives in far less time than ever before.**
- **With the capabilities made possible by the full range of WebEx products and services, the entire Flagstar organization can benefit from increased flexibility and enriched interactivity.**