

## National City Bank Chooses PollStream to Create Intranet Buzz

Can a corporate Intranet bring together 15,000 retail employees who are spread across 1,200 branches and working in a shifting landscape of new products, promotions, and service initiatives? One thing was clear to National City Bank's Retail Communications team as they planned their Intranet news magazine *Retail Online*—reader engagement and participation would be crucial. To drive employee participation and build “buzz” around content on *Retail Online*, the team chose PollStream to be a key component of the *Retail Online* site which earned the 2006 Intranet Best in Class Award from The International Quality & Productivity Center.

PollStream is a web-based communications solution that makes it easy for large organizations to engage employees in dynamic two-way dialogue. Using a simple yet powerful question-and-answer format, PollStream captures the interest of participants by feeding back highly relevant information throughout the course of the dialogue. PollStream sessions unfold like conversations, keeping participants' interest levels high.

“PollStream is definitely keeping employees engaged,” says Jennifer Hennessey, Associate Vice President of Retail Communications at National City Bank. “Employees are talking about the polls in their workgroups the same way that people at other companies stand around the water cooler and talk about last night's TV show. We get feedback like ‘thanks for making my day,’ or ‘I really needed this on a Friday.’”

### Personality with a Purpose

National City Bank employees recognize PollStream as the “Quick Questions” section of *Retail Online*. PollStream's customizable interface lets editorial staff format the polls any way they see fit, giving “Quick Questions” a unique personality.

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Associate Vice President  
National City Bank

This flexibility makes it easy for internal communications staff to use PollStream to promote the overall communications strategy.

“Every ‘Quick Question’ poll ties back to key information,” says Joel Krauss who serves as the managing editor for *Retail Online*. The polls combine a unique blend of editorial content, management strategies, wit and irreverence. “We try and do two polls every week. It’s one of the high points of my day putting one of these together.”

Krauss and his team use PollStream to get additional mileage from editorial content that gets published in *Retail Online*. In the context of a PollStream dialogue, last month’s lead story can be repurposed as today’s must-read news. Jennifer Hennessey notes that the interactive nature of a PollStream conversation contributes to better information retention. “Because the polls are fun and have a little twist, they help keep information at the top of your mind, and create a more memorable experience.”

### Supremely Intuitive Tools, Measurable Results

“With PollStream we get a better idea of what people are reading and responding to than we can with conventional web analytics,” notes Krauss. Engagement levels with PollStream are consistently high, drawing 18% to 25% audience participation—all the way up to 50% for a targeted branch manager poll. PollStream’s built-in reporting tools can track a participant’s progress through the poll, revealing crucial participation trends such as the fact that 80% of all participants follow a poll to conclusion. Kraus was surprised to find that 15% of participants took the same poll more than once, getting additional exposure to strategic articles.

“PollStream offers supremely intuitive, very useful tools,” says Krauss. “One of the biggest benefits to PollStream is the ability to get useful statistics with a couple of mouse-clicks.”

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**Joel Krauss**  
Managing Editor  
Retail Online

PollStream is saving us money by helping people find the information they need faster.

**Jennifer Hennessey**  
Associate Vice President  
National City Bank

## A Winning Strategy with an Eye toward ROI

Financial operations can have a steep learning curve with complex policies and procedures. Yet even small gains in performance, applied consistently over time, can add up to big payoffs. PollStream, with its ability to deliver precisely targeted information to participants, is helping National City make exactly this type of progress.

“Our goal is to make it easier to get information out to people,” says Hennessey. “PollStream is saving us money by helping people find the information they need faster.”

When employees participate in a PollStream poll they get instant feedback showing how their answers compare to other participants. This helps employees get a sense of the bigger picture and feel connected to the team. This ability to communicate recognition to employees is an essential part of community-building at National City Bank.

“PollStream is able to communicate key achievements, such as the launch of our Points Initiative,” says Hennessey. National City Bank customers can earn points by using their bank Visa card or refinancing through National City Bank. After the initial article was published, PollStream was able to keep the initiative front and center in employees' minds. “Another high point was the poll we released when we hit the two million mark with sales of gift cards. Everyone knew the program was doing well, but they were surprised to see how successful it actually was. It was something we could all feel good about.”

## Interest Compounded

Hennessey notes that PollStream has a multiplying effect on her communications. She points to a series of articles about the Bank's under-used translation services. The articles were widely read and well-received but didn't result in a jump in demand for the services—until they followed up with PollStream.

“That's where we found that we were getting that extra bang for our buck. We had maybe two to three thousand people take this poll. Those people talked about it with other people and soon we had a couple of thousand advocates for our translation services.”

## Building Stronger Teams through Engagement

A company with super-regional status and an aggressive growth strategy could easily leave employees feeling alienated. PollStream's formula for creating engaging dialogue and delivering results has played an instrumental part in helping National City Bank employees face new challenges with the spirit of a winning team.

"We want to approach our employees with the same caring attitude that we extend to our customers," says Mark Crowley, Senior Vice President of Retail Communications, recipient of the Cleveland IABC Communicator of the Year award. "PollStream is helping us do just that."

Contact us today to get a personal introduction to PollStream.

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