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CLIENT TESTIMONIAL

Banque Cantonale Vaudoise

An e-Learning Course for Relationship Managers

eteach™

An e-Learning Course for Relationship Managers

"Working closely with the BCV on this project allowed us to develop an original, enhanced training scenario for Triple'A Plus. Focusing on the particular needs of the BCV, the course includes simulations and assessments through interactive training methods in a secure environment."

Sven Ringger, Director, e-teach SARL

Odyssey has a long-standing relationship with the Banque Cantonale Vaudoise (BCV). Odyssey's portfolio management system Triple'A Plus was originally developed at the initiative of the Banque Cantonale Vaudoise in Lausanne and acquired by Odyssey in 1996.

Since then, the BCV's portfolio and asset managers have been using the portfolio management functionalities of Triple'A Plus™ to measure absolute and relative investment return, as well as to valuate and rebalance their private client portfolios in line with investment strategies, model portfolios and investment constraints.

BCV

History of the relationship with BCV >>>

In 2006, the BCV extended the functional reach of Triple'A Plus™ by adding Odyssey's relationship management components to support the daily work of its relationship managers. As of July 22nd, 2006, BCV relationship managers have been using the Portfolio Management & Analysis function and other relationship management functionalities over an intuitive browser-based web-user interface. These include online alerts and multi-criteria queries (MCQ), both of which are subsets of Odyssey's client and portfolio monitoring component, allowing the real-time monitoring of client profiles and portfolios. BCV's relationship managers also benefit from Odyssey's Collaborative Advice and Contact Management functionalities which provide advice, information and sales proposals to their private banking clients.

Additionally, the bank has added Odyssey's sophisticated Performance Attribution component so portfolio and asset managers can improve control and compliance processes as well as client performance reporting *(see BCV Case Study on Performance Attribution)*.

Why did BCV invest in an e-learning training solution?>>>

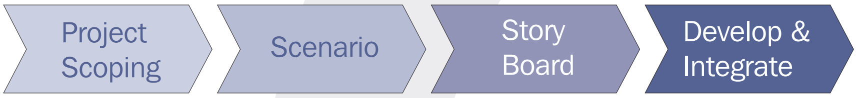
The BCV identified training as a key factor for the successful and efficient use of new software functionality. Insufficient or inadequate training often results in end-users' reluctance to change. This is because they do not understand how to use the system efficiently, do not perceive the added value or are not aware of the full functional coverage of the solutions. Consequently, there is an increase in total cost of ownership (TCO), nowadays one of the main concerns of banks regarding their IT systems. Therefore adequate end-user training was identified as one of the key steps in ensuring that BCV relationship managers use the new software functions efficiently.

Once training had been identified as a key priority, the training costs and learning objectives had to be optimised. As training is often very expensive and time consuming, includes travel, accommodation and interruption of the daily work schedule, the BCV was looking for a way to optimise its end-user training. The bank wanted to provide its staff with "just-in-time" access to basic training whenever they needed it - with the least interruption to the daily work schedule. Another requirement was to train a high number of people in a relatively short time. An online e-learning course, easily accessible from any location, in a secure environment, seemed to be the perfect fit.

Building an e-learning course >>>

The goal was to enrich the traditional training methods with an e-learning course so that the BCV's relationship managers could receive basic training on the Triple'A Plus™ Portfolio and Relationship Management functionality. Additionally, the bank wanted to monitor the use and acceptance of the e-learning course in order to arrange additional training sessions or customised classroom courses, if required. The process of building the BCV e-learning course was carried out in cooperation with e-teach.

The general, proven methodology of building a new e-learning module is ideally structured in four steps:



The first step usually consists in identifying the project scope, which includes the definition of the training context and objectives as well as a preliminary description of the content. In the BCV case the objectives were to support the relationship managers in advising new clients and optimise the integration of new joiners with basic banking training.

In the second step the general training organisation is defined. This includes defining the learning mode (remote or on-site), learning objectives and actual learning steps (based on real scenarios), thus building the structure of the course. At the BCV the scope of the project included all the implemented Triple'A Plus™ functionality for relationship managers. The different functions or commands were then mapped to the corresponding scenarios/tasks, namely the processing of daily alerts, analysis of assets under advisory mandate, portfolio and impact analysis, and the result of the client visit.

In the third step each screen of the e-learning course is described in detail, building the storyboard. This includes a graphical mock-up and the identification of appropriate visuals (e.g. screenshots) and other media to support the story. At the BCV the whole process was supported by a group of selected BCV front-end users to ensure that the storyboard was appropriate.

In the last step the e-learning modules were developed using the e-teachServer® infrastructure and Adobe Captivate™ sequences.

Description of a sub-module in the CCPB e-course: Analysis of positions with over-/under-performance >>>

Every BCV relationship manager can access his or her courses by clicking the "My courses" tab in the Cockpit Commercial Private Banking dashboard (CCPB). Each scenario starts with an introduction that summarizes the objective(s) and related procedures. After trainees have finished the modules in a scenario, they can test their knowledge by completing a quiz, reinforcing what they have just learned.

One of the main activities of relationship managers at the BCV is to monitor changes to client portfolios using predefined multi-criteria queries (MCQs) or manual analysis in Triple'A Plus™. Odyssey's MCQ functionality

The BCV identified the following main scenarios reflecting the daily work of its relationship managers:

- *Processing of daily alerts*
- *Processing of monthly alerts*
- *Processing of cash in/out*
- *Management of client contracts / Responsibilities of relationship managers*
- *Analysis of assets under advisory mandate*
- *Portfolio and impact analysis*
- *Client call*
- *Preparation of a client visit*
- *Result and conclusion of client visit*
- *Impact analysis of marketing events*

About e-teach

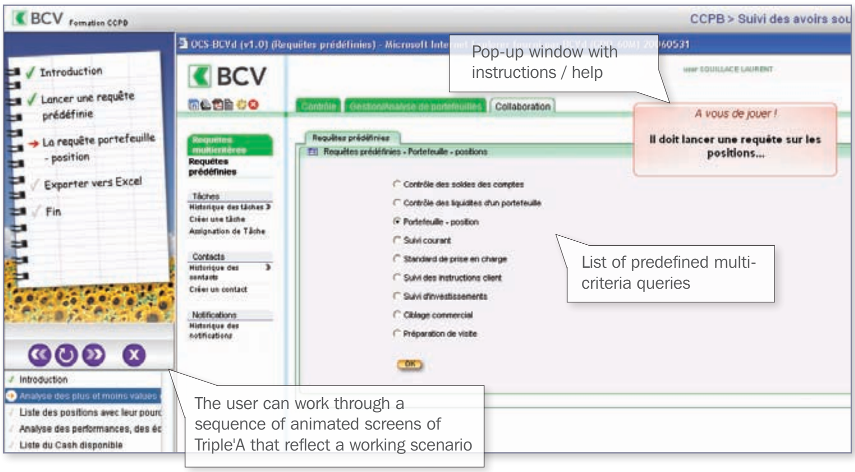
e-teach SARL is a Swiss company specialised in e-learning services and technologies. Its team is entirely devoted to the conception of remote training solutions and technologies for distributing e-learning content and authoring tools, and supporting its customers in the deployment of innovative training solutions.

e-teach essentially processes client-specific training subjects by conceiving customised solutions based on standard technologies on the market. Its panel of intervention includes the engineering, conception and implementation of educational platforms as well as the production of multimedia course modules.

e-teachServer®, is a full ASP solution, which enables the development and design of innovative training solutions.

For further information, visit http://www.e-teach.ch provides a predefined list of the most important analyses, including control of the account balance, portfolio liquidity and the analysis of portfolio positions as shown in the screenshot below.

When the trainee starts the sub-module "Analysis of positions with over/ under-performance", a pop-up window is displayed with a specific instruction: "The relationship manager would like to analyse all the portfolios with a position earning more than 5%."



Screenshot of the BCV e-learning course on Triple'A Plus™

A screenshot is displayed, allowing the trainee to run a predefined multi-criteria query (MCQ) or perform a manual analysis. The trainee clicks the MCQ button to open Triple'A Plus™ and display all the available MCQs. The original task is shown again in a pop-up window. If trainees choose the wrong MCQ, another pop-up window is displayed to show them where to click.

Once the position analysis is run, the Triple'A Plus™ Search Positions screen is displayed. The trainee is instructed to insert his or her operating code and is reminded that s/he is searching for all the positions that have earned more than 5%. If the trainee is not sure what to do, a reminder to enter the code in the Advisor field and 5% in the Gains field is displayed.

Once this task is executed, an animated hand tool shows the trainee how to generate a detailed report for the client.

Business Benefits >>>

The most important benefit of an e-learning platform is easy access to the training modules, allowing "just in time learning" for a high number of users. Expensive and time-consuming travel can be avoided and the training can be easily included in the daily work schedule. Another advantage lies in the long-term availability of such a course. The e-learning platform ensures an intuitive, intense (1 hour of e-learning = 2 hours of classroom), training course and provides the same message for all participants. The tutor can view the usage rate of the e-learning modules, thus receiving valuable feedback on the platform.

The BCV has improved its training services by building an e-learning platform to complement its global training approach. Currently 2,500 users are registered with a user name and password and all the 260 private bankers of the BCV are enrolled in the CCPB e-course. The BCV complemented the e-learning with coaching sessions.

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