



## Empowering People

### CLIENT SUCCESS STORY



#### ABOUT GECU

GECU, El Paso's largest locally owned financial institution and one of the largest credit unions in the state of Texas, employs more than 700 people to serve over 298,000 members across its 14 branches, call center and support departments located within the Operations Center.

**Vertical/Industry:** Financial Services

**Region:** North America

**Live Since:** 2010

**Number Of Employees:** 700

**Platforms/Solutions:**  
Cornerstone Learning (LMS)  
Cornerstone Performance

**Future Platform:**  
Cornerstone Connect

**Business Impact:**  
Compliance  
Productivity  
Cost Savings

[www.gecu-ep.org](http://www.gecu-ep.org)

## CREDIT UNION LEVERAGES TALENT MANAGEMENT SOLUTION TO IMPROVE EFFICIENCIES AND REDUCE COSTS

### BUSINESS CHALLENGES AND OBJECTIVES

GECU has the challenge of operating within one of the nation's most highly regulated industries, and as a result, has long understood that efficient processes for employee training, development and performance management are critical pillars for supporting long-term financial growth within a strict regulatory and compliance environment.

To support its employee development goals and meet evolving industry compliance requirements, GECU historically had turned to instructor-led training programs. While these programs were effective, they required dedicated resources and oversight that became less efficient as the credit union grew. Recognizing that it needed to embrace the more cost-efficient model of online learning, GECU adopted a SaaS-based learning management system (LMS) in 2005 to augment its instructor-led program.

While the LMS integration alleviated some of the pressure on resources and time investment, GECU expanded so quickly that it soon outgrew the system's capabilities. As a result, GECU's management team began to look for a reliable and configurable SaaS-based solution replacement that could scale to address current and future human resources and employee development needs. Overarching goals included:

- Increasing the ratio of online courses to instructor-led courses.
- Decreasing overall cost of employee training.
- Streamlining internal and external reporting and compliance processes.
- Decreasing hours spent managing employee development programs.





Picture from left to right. Top row: Terry Randle, Susana Picklesimer, Joshua Gomez. Middle row: Juanita Barraza, Velia James, Young Vasquez, Marianne Femath. Bottom row: Connie Serna, Shanna Thomas, Michelle Rodriguez. Not shown: Arturo "Rocky" Cruz

“Cornerstone OnDemand has been instrumental in keeping us focused on high-value, professional development initiatives, including expanding the number of courses we’re able to offer and giving us the ability to tailor these courses as necessary. We’re confident that Cornerstone OnDemand is the optimal foundation for helping GECU achieve its long term employee development and growth goals.”

- Joshua Gomez  
Training Director  
GECU of El Paso

## THE JOURNEY / SELECTION PROCESS

In the 4th Quarter of 2009, GECU put into action a vendor review program that initially evaluated more than 15 talent management providers. This list was soon streamlined to focus on a handful of SaaS-based, full-featured providers that could make an immediate impact on:

a) the reduction of manpower hours assigned to the existing employee learning program; and b) the growth and improvement of GECU’s employee learning and performance management programs.

GECU realized that Cornerstone OnDemand offered the most control, flexibility and cost-efficient scalability of all the vendors they evaluated. By August 2010, the credit union had integrated and rolled-out Cornerstone’s learning solution for midsize organizations to provide its entire employee base with convenient, self-service solutions for learning and development.

## THE RESULT / BUSINESS IMPACT

GECU has seen an immediate impact after the implementation of Cornerstone Learning (LMS), which they have internally branded as “ELITE” (Enterprise Learning and Instruction Tracking Engine).

Areas of impact include:

- **Increased online course availability.** As part of its new employee certification program, courses that were formerly only offered through instructor-led training can now be accessed online. Nearly 40 percent

of the organization is enrolled and has access to 255 online courses, with an additional 103 courses offered natively within the Cornerstone system.

- **Cost savings.**

GECU is on track to significantly reduce its reliance on manpower-heavy instructor-led training. Management personnel charged with oversight of various areas of training have seen a dramatic 50 percent reduction in incoming call volume (calls were typically employee inquiries on upcoming courses, course availability, etc.), freeing their time to focus on more strategic employee development issues. And Cornerstone’s robust reporting and analytics tools have helped GECU’s team reduce time spent compiling reports by 75 percent.

- **Greater control.**

Managers and employees now have greater control over uploading, forecasting and customizing training courses. This has led to a more relevant and streamlined schedule of coursework for all employees, who are markedly more engaged and enthusiastic about GECU’s learning and performance management program. Managers and employees also have access to an easy-to-use dashboard that gives them an at-a-glance view of their to-do list, appraisals and course availability.

## FUTURE PLANS

GECU is currently in the process of rolling out Cornerstone Performance Management and in early 2011, GECU plans to deploy Cornerstone Connect, a comprehensive corporate social networking and collaboration platform. Features include communities of practice, rich user profiles, expertise location, tag clouds, status updates, live feed views, rating/sharing of content, knowledge management, blogs, wikis, podcasts, and more.

**Cornerstone**  
ONDEMAND

Cornerstone OnDemand is a global provider of comprehensive learning and talent management software and services. Our solution is designed to help organizations empower their people and maximize the productivity of their workforce. To learn more, visit [www.cornerstoneondemand.com](http://www.cornerstoneondemand.com).