



# Case Study: Centennial Bank Breaking Down the Barriers to Comprehensive Compliance with BAI Training Insights

## Challenge: Striving for System Strength and Simplicity

Like many financial services organizations, as Centennial Bank grew, its existing compliance training program became difficult to manage, often requiring highly manual processes. The bank also needed a way to break down silos between departments and increase the capacity of the training program to meet the needs of all employees.



**Institution Type:**  
**Bank**



**Location:**  
**Conway, Arkansas**



**Assets:**  
**\$15.5 billion**



**Customer Since:**  
**2020**



**Employees:**  
**2,032**



**Founded:**  
**1999**

## Solution:

The bank's leaders modernized its learning management system (LMS) with the BAI Learning Manager and selected BAI Training Insights as an additional module to assist in developing and documenting training selections more efficiently and effectively.



"BAI Training Insights has helped our compliance department and line of business managers better understand what we are trying to accomplish with compliance training and how that benefits our employees both as a whole and individually," Lyle explained. "Next year, we look forward to leveraging benchmark data from peer organizations to better refine our training programs and build out more personalized career path tools for our teams."

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### Result:

Centennial Bank has streamlined all compliance training planning and reporting with BAI Training Insights. On the manager side, they have broken down barriers between departments and reduced the number of portals required to assign and track reporting from three to one. BAI Training Insights has also made decision making documentation accurate and reliable.

### The Regulatory Environment

Financial services organizations face an increasingly complex landscape of regulations. Employees of banks, credit unions and other organizations are required to undergo extensive training to understand, apply and comply with regulatory requirements. The constantly changing regulations faced by financial services organizations has not only increased the complexity and cost of compliance, but it has also made accurate and reliable reporting and audit trails more important than ever.

### Outgrowing the Old LMS

At Centennial Bank, a \$15.5 billion bank with locations in the southern and eastern United States, rapid growth over the past few years had left the organization outgrowing its existing Learning Management System (LMS). According to Trenton Lyle, the bank's Learning & Development Systems Administrator, while the previous system had served them well for many years, the bank faced several key challenges as they grew.

"The first challenge we ran into was capacity issues resulting from our growing staff," Lyle said. "Not only did we have challenges handling the number of users who needed to be logged in at one time, but custom content rapidly filled up our server capacity. I was deleting courses from earlier in the year just to make room for new content."

Lyle said the second challenge was in managing the training programs across multiple departments. "We really needed to incorporate not only compliance department input on training needs, but we also needed the insights from the business lines," Lyle said. "We wanted a way to facilitate the discussion on which courses should be assigned to which titles to ensure both comprehensive training and avoid unnecessary courses."

The final challenge was to streamline reporting and planning. Lyle said that their previous planning process required manually reviewing training plans, manual reporting via spreadsheets and no easy way to delete duplicate courses from an employee's schedule.

Lyle also said that the LMS they selected needed to be able to use SSO integration and work with their HR software to streamline data and reporting.

### Experiencing a Better Way to Plan Training

Centennial Bank's leadership initially reached out to BAI to explore their options for training programs. According to Lyle, the initial call with BAI went so well that the bank quickly established the organization as their leading candidate for training software.

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They selected the BAI Learning Manager, in part because of BAI Training Insights, an innovative tool within the BAI Learning Manager that simplifies yearly planning, courseware selection and decision documentation with a collaborative approach. BAI Training Insights helps Centennial Bank's leaders identify appropriate, targeted training assignments to increase employee productivity.

For Centennial Bank's leadership, one important factor was the ability to build efficient, effective training based on comparative analytics and BAI's extensive and flexible courseware. The various department heads could each provide input into training plans and tailor them by role, risk and individual responsibility.

The benchmarking tool within BAI Training Insights gives Centennial Bank a view into how peers are assigning training, from the most frequently assigned courses to an understanding of how their training plans compare to others in the industry.

"BAI Training Insights makes it easy for our leaders to tailor programs based on title or role and still be able to exclude certain people from redundant courses. The tool is comprehensive, and the easy planning process and audit trail increases our efficiency by eliminating the need to pass around paper trails and circle back for data."

While Lyle reports that the system has been easy to implement and roll out, he said when he does need to reach BAI with support questions, the experience has been outstanding. "I had the challenge with our old system of struggling to get assistance on support issues," Lyle said. "BAI has been nothing short of excellent. If I have a question, I can reach someone almost immediately and resolve the issue."

### Easing the Reporting Burden

Any compliance training program requires extensive reporting to demonstrate to auditors the steps a financial services organization has taken to ensure that employees know and follow regulations. For the leadership at Centennial Bank, BAI Training Insights has made monitoring and reporting on training programs easier and more efficient.

"Decision reports in BAI Training Insights makes it easy for us to show auditors not only what was assigned, but why it was assigned," Lyle said. "It is also helpful when providing justification to our internal leadership."

Lyle added that even in the first six months of using BAI Training Insights, they have garnered insights that will help the organization further improve their training policies and procedures moving forward.

