

## CASE STUDY

# MidFirst Bank **doubles** **its training content** and **streamlines compliance** **with Docebo**



“It is just amazing how far we’ve come with Docebo. To work with such great people and bring these advancements to our organization is a great success story.”

**Suzan Haizlip**

Learning and Performance Operations Manager,  
MidFirst Bank





## RESULTS

2x

more learning content created

10%

increase in compliance completion rates

\$11k

saved annually through automation

## SOLUTION

### The Docebo Learning Platform

- Easily create audience-specific pages
- Flexibility to scale to every business unit and use case
- Robust analytics make it easier to stay compliant
- Deliver courses to multiple audiences and locations

# Customer

## MIDFIRST BANK

[MidFirst Bank](#) is a privately owned financial institution based in Oklahoma City. It serves more than one million customer accounts across the US and has \$36.7 billion in assets. MidFirst competes with larger banks in terms of products and services while providing a community bank's personal touch and flexibility.

Suzan Haizlip is the Learning and Performance Operations Manager for MidFirst Bank.

# Challenge

## REACHING DIVERSE LEARNERS AND IMPROVING COMPLIANCE

MidFirst Bank is one of the largest privately held financial institutions in the US and employs about 3,500 people. Suzan Haizlip, the organization's Learning and Performance Operations Manager, is responsible for ensuring this vast workforce is well-trained, compliant with regulations, and capable of delivering high-quality service to customers.

Doing so is challenging, as it involves reaching not only internal employees in their main banking centers and satellite branches on both coasts but also external employees who manually access their systems.

Inflexible legacy systems meant MidFirst Bank only offered around 100 online training courses because generating and customizing content was so difficult.

Onboarding new employees posed an additional hurdle. Getting new hires up to speed quickly on policies, procedures, and job-specific skills was critical, but only two departments had access to an onboarding platform. Other departments managed onboarding manually, delaying employees' start dates.

However, their biggest pain point was reporting for compliance. Tracking participation and completion rates for compliance training and other key metrics was cumbersome. They could only pull one report from their old system, which they then had to parse to create different reports. It was very time-consuming, taking analysts up to three days to generate the necessary reports to move forward.

Determined to grow and scale their learning ecosystem, MidFirst Bank sought a new learning platform capable of increasing usage and usability, reducing the admin burden on teams, and boosting training, compliance, and efficiency bank-wide.

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“In our previous systems, everything was locked down. We couldn't make real-time adjustments to the platform, making it difficult to tailor content to different audiences.”

## Solution

### BUILDING A BEST-IN-CLASS LEARNING ECOSYSTEM

When MidFirst Bank began searching for a learning platform, they wanted more than just a vendor. They wanted a hands-on partner, and Docebo fit the role perfectly. Ultimately, the MidFirst Bank team decided to work with Docebo because of their customer service, personal touch, and ability to demonstrate what it could do for the bank moving forward.

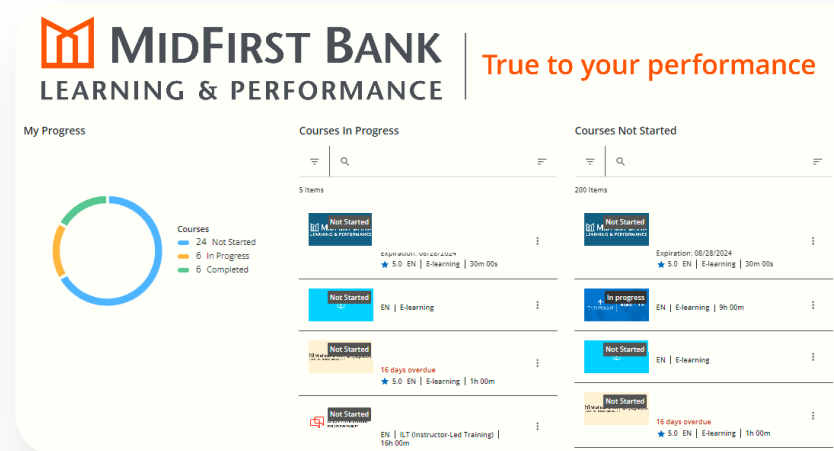
With a dedicated resource to streamline the onboarding process, Suzan and her team quickly got up to speed with Docebo and started to transform learning and performance across the organization. At last, the team had a flagship platform with sharp design, incredible functionality, and the flexibility to scale to every business unit and use case. The platform's powerful capabilities made it accessible to employees nationwide, seamlessly handling multiple time zones and providing easy log-in options.

Unlike some other platforms, Docebo allows Suzan to create audience-specific pages with drag-and-drop ease, enabling her to launch learning programs and create a hyper-personalized experience. They can add a CSS or immediately change the system's appearance. Each customer can have a personal look and feel when they log in, which makes a world of difference.

Docebo's ease of content creation and program building empowered Suzan and subject matter experts to quickly expand content across onboarding, skill development, compliance, and product and service training.

Meanwhile, Docebo's robust reporting and analytics make it easy for Suzan to get the data she needs to understand how learners engage with the programs, achieve their objectives, and stay compliant. They can add fields, add context, and pull reports that they can quickly and automatically send to customers. This automation saves the team significant time, allowing them to focus on other value-added priorities.

In addition to the robust platform, Suzan's team relies on Docebo's "amazing" online community and knowledge base to answer questions and resolve issues. The community allows customers to have one-on-one conversations, discuss pain points, and share experiences anytime.



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“We're not spending our days finding reports or compiling data. Now, we can look forward, planning new integrations and enhancements. We're more customer- and performance-focused, rather than just making the system work for today's needs.”

## Result

2X MORE TRAINING CONTENT AND  
\$11K SAVED ANNUALLY

Since implementing Docebo, MidFirst Bank has more than doubled its learning content, increasing from 167 courses to nearly 400. This rapid scale ensures employees are properly trained and equipped to deliver exceptional service.

Compliance completion rates have risen by 10%, a huge deal for any financial institution, while automation has reduced their administrative burden, saving the business over \$11,000 annually.

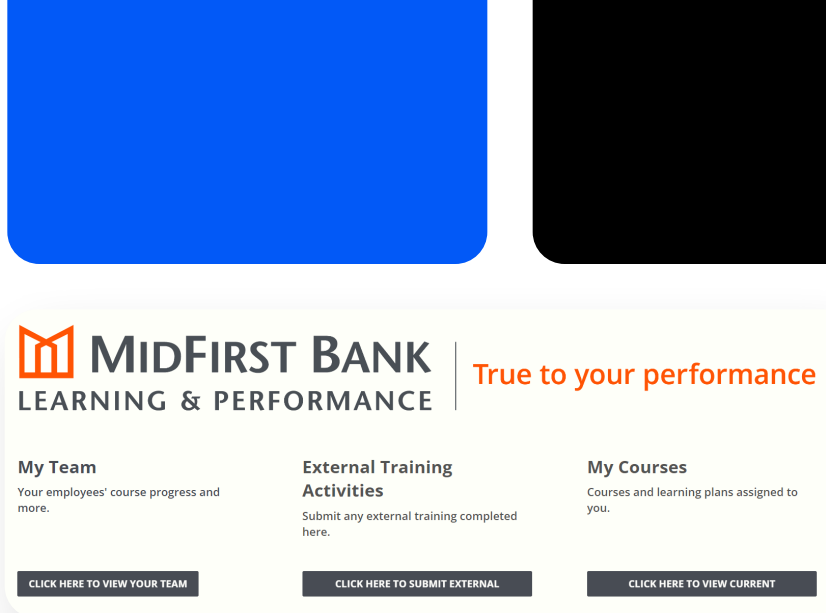
MidFirst Bank also sees Docebo's customer service as a significant win. The Docebo team proactively addresses any problems and has proven to be the partner MidFirst Bank wanted.

Another standout achievement is the expansion of their onboarding programs. Initially, only two departments had access to online onboarding. Now, every unit throughout the business uses custom platforms. Employees who previously handled things manually can now access automated online courses, speeding their time to proficiency.

MidFirst Bank has come a long way with Docebo. The transformation has been a great experience for the team, and the organizational advancements have been a remarkable success story.

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“Not using Docebo would mean reverting back to our manual processes, which would have us going in reverse. We've achieved and grown so much with Docebo; I just can't imagine not having that platform.”



# docebo

Solve ALL your bank's learning needs with Docebo.

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