

CrownPeak™



## **CASE STUDY**

**OLD NATIONAL BANK**

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## OVERVIEW

Old National Bancorp is a financial services company with its headquarters in Evansville, Indiana, and has over \$7.8 billion in assets. Old National has the distinction as being the largest bank headquartered in Indiana, with 115 banking centers throughout Indiana, Illinois and Kentucky.



“We’re extraordinarily pleased with the CrownPeak products. But beyond the technology is the approach they took in partnering with us. From the pre-sales qualification to the vendor selection process all the way through implementation and beyond, we always felt completely comfortable that the process was being managed for us.”

Vince Burton,  
Vice President eMarketing  
Old National Bancorp

Old National was formed through the merger of several smaller banking institutions and has retained the community culture that characterized the previous banks. A large emphasis is placed on ensuring that the “community feel” permeates the company’s culture through keeping in close relationship with their customers, being involved in community events and taking a keen interest in the customers’ well-being.

Old National’s solution consists of both CrownPeak CMS and CrownPeak’s Web Content Optimizer.

The Web content management system helps manage and increases the marketing team’s ability to quickly and efficiently publish new content to the web site. Additionally, the WCM has helped Old National to redefine the workflow process needed to manage Web content.

Then, the CrownPeak Web Content Optimizer helps to optimize landing pages and marketing programs that Old National is conducting to drive more customers through the online channel.

## THE CHALLENGE

OldNational.com serves as a key touch point for the bank's quest in building a relationship with its clientele. Users want to learn more about Old National's numerous financial products and services, access online banking resources and news, as well as log in and access their account information. The success of OldNational.com also bred its own set of challenges, because as the bank and its customer base grew, the ongoing process to keep the web site up-to-date and relevant to consumers started to become a longer, more complex and tedious proposition.

### Three Main Challenges:

- 1. Slow Content Updating & No Online Marketing Optimization**

The web site could only be changed directly at the code level using Dreamweaver, which was extremely labor-intensive and time consuming. It required a specialized skill set which the non-technical subject matter experts who were responsible for the content on the site did not have, thus having to rely on IT to make changes. Because of this slow process, efforts around landing pages and other online marketing efforts were slow and unwieldy.

- 2. Inefficient Workflow & Quality Control Issues**

The approval cycle consisted of multiple manual steps including sending emails for changes, waiting for replies and revisions, and filling binders full of printouts of code and screenshots. A delay in any step of the cycle meant that approvals could not be completed and updates not brought live in production, not to mention the manual nature of the process made it more error prone.

- 3. Web Content Compliance**

The rigorous standards for auditing and compliance at Old National meant that audit trails consisted of bookcases full of binders of printouts. If historical records needed to be checked—for example, what changes were made on the web site at a certain date—

employees would need to manually sort through individual binders searching for the related printouts.

## THE SOLUTION

Leading the search for a CMS partner was Vince Burton, vice president for eMarketing at Old National Bank. As a financial services company, security was of the utmost concern to Old National. The chosen CMS partner needed to not only pass Old National's technical and procedural requirements, but almost more importantly their rigorous security requirements as well.

The decision was made to implement a Content Management System from CrownPeak after a selection process that included screening multiple CMS vendors both large and small. As Burton put it, "We were looking for more than a technology company. We really needed a partner in the truest sense of the word who was interested in our well-being and not just in selling us a software program. Even during the selection process, CrownPeak went over and above what other vendors did in trying to understand exactly what our needs were and how they could meet those specific needs." Implementing the CrownPeak CMS has resolved previous inefficiencies:

**New, Fast, Online Marketing Process** - The rollout of CrownPeak's CMS and Web Content Optimizer has led to a vastly improved content update process. Web pages are now standardized and can be easily changed and published without the need to hand-code every single edit. Using Web Content Optimizer, landing pages for online campaigns can be easily created, optimized, targeted and measured for online marketing effectiveness.

**Quality Control** - Approval times have been reduced through the full automation of the process. CrownPeak's new "versioning" ability allows Old National to "roll back" a web page to see exactly how it looked like at any given point in time, thus shedding itself of the need to use bookshelves full of binders for auditing; CrownPeak's electronic audit trail continues to

An Award-Winning  
Product Suite:



streamline compliance and auditing.

**Compliance** - Since using CrownPeak, Old National has drastically reduced the number of man-hours required for changes, approvals, auditing and compliance. For Burton's web marketing team, more energy can now be devoted towards value-added activities rather than

## THE DIFFERENCE

"Due to the small size of our team, we approached the implementation process with a bit of trepidation," continues Burton. "But it was this phase that confirmed our decision to go with CrownPeak. We needed a vendor that was able to take on a large portion of the implementation and hand us a system that was ready to use from day one."

"As CrownPeak continued configuration of the CMS, an account manager was assigned to personally handle any issues that arose during this period. "The assigned account manager really simplified the process and gave us peace of mind," says Burton. "Instead of calling a generic help desk or sending an email to an anonymous support address, we could pick up the phone and get in touch with one dedicated person who knew everything about our situation and exactly what to do to resolve any issues."

### Measurable Benefits Include:

**No more offline folder process** for measuring compliance for Web content. Everything is now self-contained within the Web CMS. This means an 80% more effective process for moving content through workflow.

**New content marketing and landing page capabilities** that Old National can use to drive leads through their online channels.



**Search Engine Optimization benefits** now that content is being produced with a much higher velocity, and in an optimized format – organic search rankings have improved considerably.

**Seamless integration with online banking application and existing infrastructure:** No changes needed to existing security and technology infrastructure meaning a huge cost savings.



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