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Bank Intranet

Danversbank uses Intranets.com To Share
Confidential Documents Online with Bank Board of Directors



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Danversbank Danvers, MA

Danversbank, formerly known as Danvers Savings Bank, serving Boston's North Shore communities, is using Intranets.com to facilitate secure online sharing of confidential financial documents with its Board of Directors.

Danversbank is also using Intranets.com for knowledge management in its day-to-day operations, community relations, new business development, and employee communications programs.

Established in 1850, Danversbank is a one-billion dollar financial institution operating out of twelve full-service locations in Andover, Beverly, Chelsea, Danvers (2), Middleton, Peabody, Reading, Revere, Salem, Wilmington, and Woburn, plus, an office in Boston, MA.

The Bank is an acknowledged leader in small business and commercial lending, ranking 15th among United States community Banks for the size of its Commercial and Industrial (C&I) loan portfolio, according to the July 7th edition of *American Banker* magazine.

"We've been using Intranets.com since September of 2003, and its contribution to productivity has been substantial. We keep finding new ways we can use it to help facilitate our business," says Cheryl Purinton, Corporate Communications Manager and administrator of Danversbank's intranet.

"At least 75 to 80 percent of our 250 employees have used our Intranets.com intranet within the last 3 days. People are using it on a weekly, if not daily basis, to learn what's happening around the Bank," says Purinton.

Danversbank uses the Intranets.com's Document Manager, Announcement function, and the Database Manager everyday, throughout its operations, and other Intranets.com functions, such as Polling, on a regular basis yearlong.

"We have about 30 Folders in our Intranets.com Document Manager and those folders contain hundreds of active documents shared on a permissions and password-protected basis," says Purinton.

Board of Directors Intranet for Confidential Documents

"In the Board of Director's Folder, we post minutes from meetings, agendas and documents to be reviewed prior to their meetings, etc. - all confidential files that can be quite large.

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“We have about 60 policies that govern the way our Bank does business that are shared in our Intranets.com Policies Folder. In the old days, when there was an update to a policy, every department received a paper copy of the update and was told to replace existing pages with the new updated pages. Since all of our policies are up for renewal on an annual basis, this process represented a lot of paperwork, and a lot of time and effort.”

“Obviously, Intranets.com provides a much better solution for updates. For instance, we just used the Intranets.com Announcement function on our intranet Home Page to say: The Harassment Policy has been updated; click on the attached link to read the latest version.”

“Using our intranet this way gives us three advantages: People don’t have to keep the paper files anymore; they don’t worry that their copy is not up-to-date; and we can notify people immediately of any change in our documentation.”

“In the same regard, the Bank’s Forms folder contains 100 different forms employees use within the Bank and while servicing our customers -- anything from a Change of Address form that we give to a customer, to a Direct Deposit form for our own payroll. Regardless of when the last change was, an employee can pull a copy of a form off the intranet at a moment’s notice, and know that he or she is getting the most current version of the form.”

Communicating Rate Changes

“We also use the Intranets.com Document Manager to post Rates and Rate Changes for our tellers, Customer Service Reps and all other Bank personnel. When we update them, the form’s title shows up under a What’s New column on the home page, so employees know there has been a change right away.”

“There are so many Bank activities that are enhanced by the use of Intranets.com with its online folder system for sharing documents. For instance, the Name Change Team folder contains documents that only employees involved in effecting our name change (effective February 22, 2005 from Danvers Savings Bank to Danversbank) can access. In contrast, everyone in the Bank can read the documents in the Customer Survey Folder where I post feedback from customers.”

“I like the fact that we can grant various levels of permission for access to these folders and documents, and yet have them all reside on the same intranet. It makes it all very easy to administer,” Purinton says.



“The Intranets.com Document Manager is so helpful. Before we had an intranet, people were emailing each other large documents and now there’s no need for that. Intranets.com provides them with a central place to go to share information of all sorts. Intranets.com has definitely increased productivity at the Bank, and it has certainly alleviated the burden on our email server. It really serves its purpose.”

Multi-purpose Announcement Function

“The Intranets.com Announcement function is another aspect of our Intranets.com service that is hugely appreciated here,” Purinton says.

“We regularly have 25 announcements posted on the Home Page of our intranet, so last year, we asked Intranets.com to enhance the function by creating announcement folders in which to categorize our announcements. Intranets.com developed the enhancement as a new product feature and that made the announcement section a lot more effective for companies like ours who use it extensively.”

“I use the Intranets.com Announcement function in 3 ways: Full announcements; brief announcements with links to more information; and announcements with a link to an Intranets.com database.”

“For instance, our recent announcement that the Bank’s Harassment Policy had been updated and all employees had to sign off on it contained the entire message. Another announcement that the Bank just donated \$7,000 to the Alzheimer’s Association contained a link to the full news release in the Document Manager. A third announcement that employees are eligible to get discounts on Verizon Wireless cell phones through the Bank, directed people to a database to sign up for an information session on the offer.”

“We post 4 to 5 announcements each day. Depending on the nature of the announcement, I might keep it out there for 2 or 3 weeks, until I’m sure everyone has had a chance to see it. Then I either delete it because it’s obsolete, or copy it into the Document Manager, so people can refer to it there on an ongoing basis.”

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Databases for Community Relations, New Business Development

“We use the Intranets.com Database Manager to help manage our community relations, new business development and employee communications.”

“We have a team of people working on community involvement and that covers what Danversbank is doing in the community, what our competitors are doing in the community, and what new business opportunities are opening up. Intranets.com’s Database Manager helps us facilitate and track all of this involvement,” Purinton explained. “These databases are accessed by anywhere from 8 to 250 employees. Senior management, 8 people, is the smallest group that we have accessing a database.”

Volunteer Opportunities Database

“The Bank has a very generous volunteer benefit where we allow each full time employee 3 paid days off during the year to volunteer in the community. It’s a wonderful benefit,



but nevertheless, we realized that a lot of staff still weren't taking advantage of it. They didn't really know where to begin to look for volunteer work that would fit with the 3-day parameter. So, using the Intranets.com Database Manager, I created a database that I update with opportunities I find in the local newspapers. Once I log those opportunities into the database, people at least have a starting point."

Employee Volunteer Database

We have a different database where employees themselves log in what they do with volunteer groups in the community. There are 150 different relationships between Danversbank employees and groups in the community. For instance, I'm a volunteer at a dog shelter. Another employee volunteered at an all day event for Special Olympics. An employee can volunteer a day at a time, or one hour a week for a project that runs many weeks. The volunteer work can be just about anything the employee chooses."

"We've also used the Intranets.com Database Manager to create a much more efficient way to track and report data about new business opportunities in the community than we had prior to subscribing to Intranets.com. This is a perfect example of how the database function has helped us."

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Competitors' Activities Database

"We also keep a database on the sponsorship activities of our competitors in the community. If our competitors are involved in a project, some visibility there for us may be important too."

New Business Opportunities Database

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"In the past, we used a paper form that anyone who noticed a new business opportunity for the Bank would fill out and turn in. Then, a report would be created for the President and Board of Directors. For instance, we have twelve different branch offices. One branch manager might report that a new pizza place has just opened up in town; another might notice that the YMCA in his or her community is looking for a summer program sponsor. That's the sort of information we are trying to capture – it provides great opportunities for us to look at the opportunities in total and decide where to direct our efforts."

"With Intranets.com, I was able to say, 'Wait a minute, if we have 20 individual paper forms, how are we going to quantify that data or measure any of it? If we use the Intranets.com Database Manager, we can sort, based on the field we want, we can quantify the results and print this information in convenient reports. So, it's a great mechanism for capturing data and then reporting it."

Employee Communications

Danversbank also uses Intranets.com to facilitate certain aspects of its employee communications.



"I'm sure other organizations struggle with this, but we had to be clear about what was appropriate use of both the Intranets.com Announcement function and the Database Manager. You can imagine; we have 250 employees, so someone could come to me and say, 'My daughter is selling Girl Scout Cookies; can we put it out there on the intranet?' We needed to come to some determination of what's appropriate and what's not, so we created two databases for employees to upload personal items at their own discretion."

For Sale Database

"One is a "For Sale" Database. Right now someone is listing a car for sale and someone else a scooter. People can upload a photo if they want. It gives them the freedom to add or change their own entries; they don't have to do it through me."

Employee Questions Database

"Another database allows employees to anonymously submit questions to the President. On Feb. 22, the Bank dropped 'Savings' from the name and became 'Danversbank.' In preparation for the change, we created a database on the intranet where employees could submit questions to the President regarding the name change, what it would mean for the Bank, and any other concerns people had. When he responded to the questions, we put his response in the Intranets.com Announcement section so people could see that right away."

Service Awards Nomination Database

Another database allows employees to confidentially nominate fellow employees for exceptional service awards. Each month the Bank gives out an exceptional service award to an employee nominated by a coworker. "This is an example of a database that can be added to by everyone, so they can put in nominations, but cannot be seen in total by anyone except certain senior management staff. I love that I can make a database that only one person can see or that the whole Bank can see. That works out great," Purinton said.

Event Registration Database

We also have an event registration database that I created using the Intranets.com Event Registration template. It's very simple and efficient. If we're trying to schedule Compliance Training or Security Training, folks can register for the session that works best for them. It's a much easier route to take than asking the employees to email the HR Department to register, and then worrying about keeping track of who is scheduled when. The system captures that data and we can look quickly to see exactly how many people signed up in the database."

The database allows Ms. Purinton to rename and reorder fields easily, select from multiple views and print easy-to-read reports in varying formats. She can point employees directly to the database through an automatic link and track attendance daily. Best of all, employees don't have to be at work to sign up for a session because the intranet (and the registration database) are accessible straight from the web - anytime, anywhere.

"I feel like we are just beginning to scratch the surface of the Intranets.com Database Manager and its capabilities," Purinton said.

Polling Employees

"We use the Intranets.com Polling function, perhaps 10 times per year and that's been helpful. We did a couple of fun polls, like how many people thought the Red Sox would beat the Yankees, but then we also did some work-related polls. We were trying to gauge how many employees needed training on our online Banking system, so we used the polling



function to get a snapshot of that. When I set up the poll, I asked it to identify the people who responded, so we knew exactly who wanted training.”

“The ability that Intranets.com gives us to conduct polls is just wonderful. Our only other alternative would be to send out a question by email and have people respond by email. One of the primary reasons we put this intranet in place was to try to ease the burden on our email server. And, it’s great the way the Intranets.com polling function tallies everything.”

Web Links / Employee Portal

“Another Intranets.com function we really enjoy is the ability to place web links on the top menu bar and to add other links on the home page. It allows us to create a portal for employees to go online anywhere they need to go, relating to the Bank and its services. For instance, on the Home Page, we provide a link to our retirement fund, to our insurance provider, and to our public web site.”

“We’ve been using Intranets.com since September 2003. Prior to that we used a different vendor that only offered a document manager. We needed more functionality than that. However, we didn’t want to spend tens of thousands of dollars to get it by building our own intranet. That’s a big endeavor we weren’t willing to undertake. So, we searched for new vendors and we interviewed a few people and we discovered Intranets.com.”

“Intranets.com provides all the functionality we were looking for and then some. I don’t think any increase in functionality would justify our building our own intranet, because we are already getting so much out of Intranets.com, for such a low monthly rate,” Purinton concluded.

