

CASE STUDY

Regional Bank Raises the Bar with Communications Audit Ahead of Growth Milestone

ABOUT

- Industry: Banking and Finance
- 90 years in business
- 3,400+ employees



OPPORTUNITY

- ✓ As the bank approached a significant growth milestone, the Communications team wanted to elevate internal communication to match the expectations of a leading financial institution.

- ✓ Leaders needed a clear answer to one question: Is our internal communication framework effective today and ready to scale?

- ✓ They engaged bswift Engagement Solutions to provide an evidence-based view of what's working, what's not, and what needs to change to support the next stage of growth.

SOLUTION

Stakeholder perception

- Surveyed nearly 700 employees across key roles
- Conducted focus groups and stakeholder interviews to capture needs and perceptions
- Synthesized themes by role, location, and employee segment to surface patterns

Industry benchmarking

- Compared the bank's communication practices to leading financial institutions
- Identified strengths, gaps, and missed opportunities against best-practice standards

Ecosystem evaluation

- Assessed channel mix and usage across core internal audiences
- Reviewed channel roles, ownership, governance, and cadence for overlap and confusion

IMPACT

Insight

- Delivered a clear, evidence-based picture of how employees experience communication today
- Pinpointed the biggest drivers of noise, low relevance, and inconsistent leader visibility
- Identified the highest-value opportunities to improve clarity and engagement



Alignment

- Aligned leaders and business partners around shared challenges and priorities
- Helped standardize communication decisions and expectations
- Elevated Communications as a strategic partner with a mandate to drive consistency and clarity

Targeted recommendations

- Produced a phased roadmap with actionable recommendations and next steps
- Defined a practical path to modernize and streamline the communication ecosystem
- Established the foundation for scalable governance, channel discipline, and measurable improvement