



BankMobile



About Ash Exantus

Ash Exantus is Director of Financial Education at BankMobile. He leads the company's efforts in leveraging financial education to empower the over two million BankMobile customers and students from more than 800 partner universities. As part of his work, Ash heads up the BankMobilist program, a program designed to help college students build the marketable skills they need to advance and prosper in the real world.

Challenge

For the participants of the BankMobilist program to be the best they can be financially, they need the knowledge and information required to keep up with an ever-changing industry. Training is critical for enabling BankMobile to keep their participants' knowledge and skills up to date. Before Northpass, BankMobile was using Google Drive to conduct their training. They found the process challenging because they couldn't get the data they needed to track their participants' progress.

Solution

BankMobile sought a solution that would allow them to store and deliver training from a single location and track their participants' engagement. BankMobile chose Northpass for its ability to provide those capabilities. Plus, they were drawn to Northpass' ease of use and our team's hands-on approach to customer service.

Results

It only took BankMobile three days to get up and running on Northpass. Now that they can organize their training by centralizing their materials on Northpass, BankMobile can finally track engagement and determine the effectiveness of their courses. Ash expands on the benefits BankMobile has seen since implementation:

"Using Northpass, we now know who is doing what and how long it is taking them to do it. The analytics allows us to provide real-time feedback and assistance to those who need it. It has made it easier for us to recruit and train our BankMobilists. As a result, our program has grown by 275%."