

CASE STUDY

Why First National Bank Alaska Decided to Overhaul Its Approach to Recruiting, Performance, and Learning



First National Bank Alaska (FNBA) is a truly Alaskan organization in every way. Its deep commitment to the local community has earned it the title of “Best Place to Work” many times over. To prepare for future HR challenges ahead, it needed the right tools in place.

Challenges

- » No single solution for applicant tracking, performance, and learning.
- » Unique limitations around recruiting and hiring talent in remote Alaska.
- » Roll out of Cornerstone Recruiting happened right when COVID-19 struck.

Why Cornerstone

Following a demo at the 2019 HR Tech Conference, FNBA was convinced that Cornerstone would be the best solution for: 1) implementing a single platform for recruiting, performance, and learning; and 2) building an easy-to-use talent management system for the bank’s HR team, team members, and applicants.

Results

Easy implementation. “Launching Cornerstone Recruiting has been the smoothest implementation ever,” stated Greta Little, Vice President, Senior HR Manager at FNBA. The same goes for the recent launch of Cornerstone Performance and the upcoming launch of Cornerstone Learning. Implementation can be a big hurdle for many companies. Little relied on her team to guide the way. “They are the day-to-day users, they needed to know how everything ticks.”

Improved efficiency. “We wanted something as easy as one, two, three,” explained Little, knowing that Cornerstone now plays a big role in the HR department’s lives. Being on the same page at all times is absolutely critical—even more so with remote teams. “With Cornerstone, we can now tie all of the modules together. Recruiters have found it easy to use, and it’s making their lives a lot simpler.”

Simplified recruiting. “It used to take forever to do simple tasks,” said Little. “We needed something easy and mobile to reach talent wherever they are.” Many once-tedious tasks now happen with just a few clicks. “All applicants have been really happy with the application process,” said Little. In fact, this enhanced user experience has earned nothing but positive feedback from the bank’s HR team.

Increased performance. “Our managers can now monitor goals better than ever before,” said Little. “All managers have expressed how easy it is to use!” Building enhanced succession planning capabilities and cascading performance goals are the bank’s top priorities. Even though FNBA’s new performance management program is still relatively new, it’s a “more efficient process for everyone.”



Recruiting



Learning



Performance

Financial Services

United States (Alaska)

675 Employees

Client Since 2019

Business Impact:

- » Easy implementation
- » Improved efficiency
- » Simplified recruiting
- » Increased performance

“We needed something easy and mobile that could help us reach talent wherever they may be, regardless of what roles we’re recruiting for.”

—Greta Little,
Vice President, Senior HR
Manager of First National
Bank Alaska

