



# Case Study: Starion Financial Strengthening Systems & Supporting Growth

## Challenge: A Strong and Scalable Training System

Starion Financial, a super-community bank with 15 locations throughout North Dakota and Wisconsin, prides itself on growing at a pace that allows it to expand services and locations while continuing to maintain the quality and level of care its customers and communities expect. For Ronelle Mehlhoff, Starion Financial's VP of Training and Development, it was critical to find a training system that would grow with Starion; fully meeting its current needs and seamlessly expanding to fulfill future needs. Starion's existing online training system facilitated basic compliance education, but required extensive administrative time and did not offer the features or level of customer support Mehlhoff needed to maintain a high level of training as Starion continued to expand.



Institution Type:  
**Bank**



Customer For:  
**3 Years**



Location:  
**North Dakota & Wisconsin**



Growth:  
**5 Million to 1 Billion**



Branches:  
**15**

## Solution: Personalized & Prioritized Onboarding

Starion chose to switch to BAI after researching several online training providers because of BAI's reputation for strong compliance courses, customer support, and extensive Learning Management System (LMS) features. While confident in the decision to switch, it was critical to Mehlhoff to be able to roll out the system in two phases. The first phase was to focus solely on compliance training, ensuring courses were assigned, tracked, completed and accurately



"Whenever you switch training systems there is some concern, but the simplicity and efficiency of the BAI Learning Manager and the steady support of the BAI team has made the switch worthwhile."

Ronelle Mehlhoff,  
VP of Training and Development  
Starion Financial

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## Strengthening Systems & Supporting Growth

reported. With limited resources and growing staff, Starion's highest priority was compliance.

Once the first phase was complete and additional resources became available, Mehlhoff launched a second phase incorporating professional development and customized courses, and utilized additional BAI Learning Manager features, further centralizing and improving the efficiency of training for the entire staff.

BAI provided Starion with extensive onboarding support and guidance from the beginning. Mehlhoff was most impressed with BAI's willingness to quickly and effectively adapt their traditional onboarding process to fit Starion's phased approach. "BAI immediately changed their traditional roll-out process mid-stream to meet our specific needs, providing us with substantial supporting tools and coordinating with our technical team to make sure everything was implemented correctly and worked with our system." Starion found that this same level of care has continued in the three years BAI has been their training provider.

### System Simplification: Effective & Efficient

Since Starion switched to BAI, it has found that the automation and efficiency of the BAI Learning Manager has greatly reduced the time and administrative burden on Mehlhoff and Robin Thorstenson, Starion's Training Coordinator. Thorstenson, who oversees training assignment, tracking and reporting, finds that the BAI Learning Manager greatly improves the effectiveness, and efficiency of the training program. According to Thorstenson, "BAI's Learning Manager has so many built in efficiencies you can tell it is designed to fit the reality of most organizations where there is not one full-time individual assigned solely to working with the system." She is now able to quickly pull reports and determine where each individual is in their compliance training program, and even determine the average amount of time it takes staff to complete certain requirements. BAI has also made it much easier for Starion to add new hires and update information individually or for a group or department.

### Stellar Support: The Human Touch

Since Starion's initial onboarding, what has consistently set BAI apart from previous training providers is the constant support and guidance provided by BAI. Mehlhoff and Thorstenson find BAI has



### Stellar Support

**"Finding a training provider that offered regular support was critical to our decision to switch to BAI. The BAI team steadily and seamlessly provides great support, answering all of our questions and taking the extra time to help us plan for and anticipate our future needs."**

multiple useful resources and alerts that make their jobs easier. Something as simple as the ability to automatically disseminate alerts and reports to managers and team members significantly reduces the amount of time they spend on training administration.

Yet, it is the ongoing responsive, receptive and proactive customer support provided by Starion's Relationship Manager that has truly made the difference. Mehlhoff has found in working with outside vendors having someone there to provide ongoing support makes a critical difference, and that BAI surpasses her expectations. "Finding a training provider that offered regular support was critical to our decision to switch to BAI. The BAI team steadily and seamlessly provides great support, answering all of our questions and taking the extra time to help us plan for and anticipate our future needs." With BAI's guidance, Starion has developed a strong and scalable training program that can keep pace with current and future growth.

