

Dime Community Bank is a publicly-owned financial services company with approximately 400 employees and 29 branches in and around New York City.



CHALLENGES

Dime Community Bank delivers high-quality financial services by relying on the time-honored principles of personal service and honest value. As a trusted community bank for more than 150 years, Dime has deep roots in the communities it serves.

However, in the modern banking sector, disruption is a fact of business life. With the aim of becoming a more nimble and dynamic 21st-century company, Dime wanted to reach out to employees to help refresh its mission, vision, and values. But first, they needed to build trust and transparency with staff who were used to past engagement efforts that relied on surveys and focus groups.



SOLUTIONS

Dime chose Thoughtexchange as its “rocket ship to the moon,” a powerful tool for moving beyond a shallow monologue to authentic and meaningful dialogue with its employees.

Real-time crowdsourcing capability gives participants an opportunity to be heard and learn from each other, while Dime leaders find out what really matters to employees.

Leaders quickly surface insights and ideas to inform priorities as the bank begins reimagining its mission, vision, and values.



IMPACT

Dime launched its first exchange in May of 2019 on internal communications and content, to start building a foundation of trust with employees.

Following on the success of its inaugural exchange, the community bank ran exchanges on other areas of business operations, such as seeking feedback from employees and managers on performance management and gauging interest in extended benefit offerings.

- Experienced an immediate uptick in activity on the corporate Intranet site.
- Open-ended questions allowed exchange participants to share thoughts and ideas confidentially, while leaders gain unexpected insights.
- Powerful analytics enabled leaders to instantly drill into exchange data, removing the need for expensive and time-consuming follow-up focus groups.

FUTURE USE CASES

Dime plans to use Thoughtexchange for:

Onboarding: To evaluate a new employee onboarding process and support talent succession.

Leadership Development: To help shape the agenda and drive learning for executive leadership retreats.