OCM SOLUTION

Case Study

Enabling Digital Banking Success Through Stronger Change Adoption

Client: A U.S.-based provider of technology and digital banking services

Industry: Financial Technology and Digital Banking

Solution: OCMS Portal for improved change management, adoption tracking, and ROI delivery

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The Challenge: Project Failure Due to Low Adoption Rates

Despite investing in innovative digital banking solutions, this technology provider faced a costly and recurring problem: project adoption failure. Too often, projects did not achieve their intended business impact or return on investment. Adoption among employees and stakeholders was inconsistent, and many initiatives had to be reworked in a second phase, delaying benefits and increasing overall project costs.

The organization needed a better way to integrate change management into the lifecycle of every project and demonstrate to leadership that proper change planning was critical to success.

The Solution: A Comprehensive Platform for Change Adoption

They turned to OCM Solution to deploy the **OCMS Portal** as a foundation for improving project success. The platform gave their change management team a structured, end-to-end experience that supported stakeholder engagement, impact tracking, and outcome measurement.

Key tools and features included:

- **Adoption Analytics:** Clear, data-backed insights into how well initiatives were being received across departments.

- **Integrated Change Planning:** Templates and workflows to align communications, training, and stakeholder involvement from the start.

- **Target Audience Mapping:** Up-to-date tracking of stakeholder roles and departments, with automatic updates to all assessments and reports.

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- **Executive-Facing Dashboards:** Easy-to-read summaries showing how change management improved adoption and accelerated ROI.

The Results: Higher Adoption, Fewer Failures, and Clearer ROI

With OCMS Portal, the client's change team successfully made the case that investing in change management produces measurable business value. They are now seeing stronger project performance, increased stakeholder satisfaction, and fewer repeat efforts.

Key Benefits:

- **Improved Project Success Rates:** Higher adoption means more projects deliver their full scope and benefits.

- **Stronger Executive Support:** Dashboards help leadership clearly see how change management reduces risk.

- **Time and Cost Savings:** Fewer "phase 2" redos mean leaner, more efficient project execution.

- **Consistent Change Methodology:** Teams now follow a structured, repeatable change process across all initiatives.

🚀 Looking Ahead: A Culture of Adoption-First Execution

By integrating change management into every project, this digital banking leader has taken a major step toward sustainable transformation. With OCMS Portal as their strategic backbone, they're enabling faster, more reliable adoption at scale.

OCM Solution remains a close partner in this journey, providing tools and strategic support as organizations continue to evolve and expand.

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