

Amalgamated Bank



Founded in 1923 by the Amalgamated Clothing Workers of America (ACWA), [Amalgamated Bank](#) was New York City's first labor bank. Until this time, banks were responsive almost exclusively to the needs of corporations and wealthy individuals. Sidney Hillman, the founder and President of the ACWA, believed that hard working people and their families deserved access to affordable banking, and it was from this principle Amalgamated Bank was born.

Challenge

Amalgamated Bank lacked an efficient system to communicate amongst their multiple branches and had no way to deliver Division specific content to their employees. Amalgamated Bank wanted a solution that would give them an easy launching pad to other apps, such as Epicor HR. They also wanted to leverage Active Directory for seamless authentication. Amalgamated Bank typically communicated with employees through e-mail announcements from the CEO and lacked a way for them to facilitate two-way communications with employees.

Solution

Amalgamated Bank worked with Silverline to implement The WaterCooler, a social intranet app. The intranet is completely customized to their brand and the UI matches that of their website. Amalgamated and Silverline created Division specific pages that

allow employees in similar roles, across their multiple branches, to easily collaborate.

Results

Amalgamated has improved employee morale and brand connection by educating their employees on social campaigns they support. Employees are more connected to Amalgamated's mission statement and values. Amalgamated's intranet will never be stagnant because it can easily be customized by their internal team.

They've empowered their Marketing Department and their Salesforce Admin to update the content and continuously improve their corporate communications. Amalgamated has improved employee communication within each of their branches as well as across branches. Amalgamated now has a central location to share important documents including: marketing documents, HR resources, templates.

About Silverline

Silverline is a **Salesforce Platinum Cloud Alliance Partner** headquartered in New York City with consultants throughout North America. We focus exclusively on the end-to-end implementation of **salesforce.com** products and powerful third party apps. Our results-driven methodology leverages the best practices we have developed over 800+ deployments, with expertise in Financial Services including: retail banks; wealth management firms; investment banks; hedge funds; and insurance companies. **If you are interested in seeing a demo, or would like pricing information, please contact financialservices@silverlinecrm.com.**