



Boosting Cross-Selling & Network Share Ratio

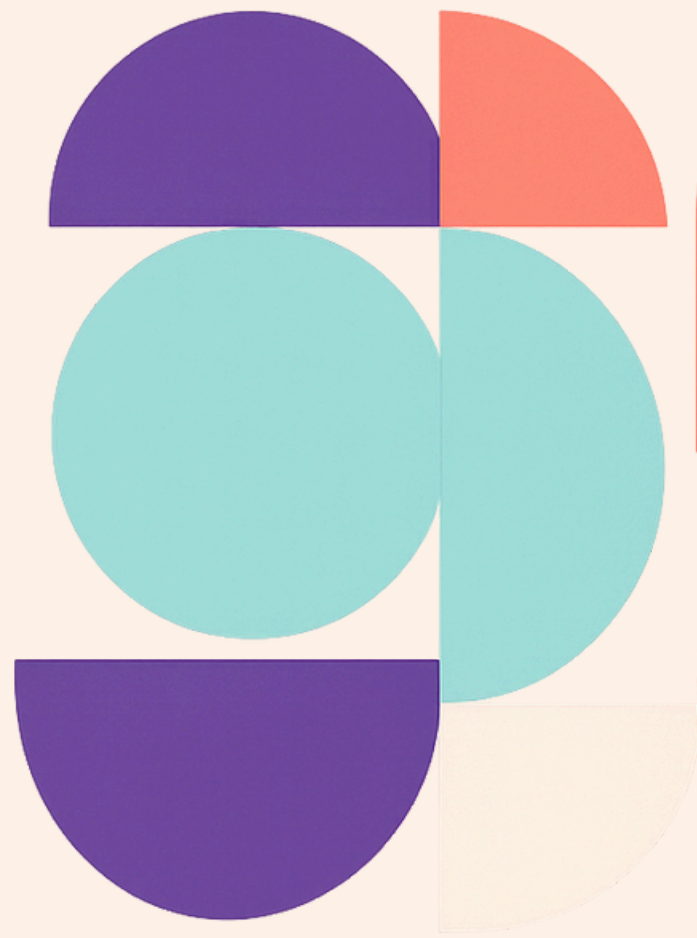
with ING Wholesale Banking
2015

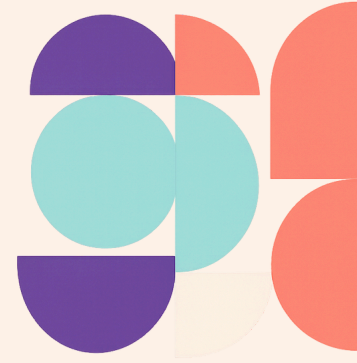


ING Wholesale Banking's TeamUpTo Journey

"We found a winning combination when we brought Future Positive together with the vision of ING's marketing experts, resulting in a collaboration that improved network share rates and employee engagement."

Vincent Verhoeff, Head of
Marketing, ING Wholesale
Banking Europe





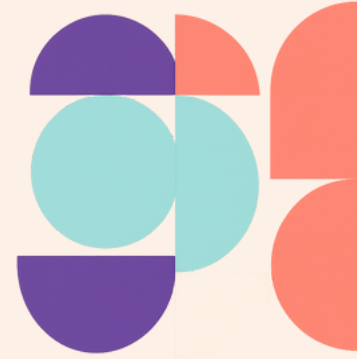
Overview

ING Wholesale Banking embarked on a research initiative in 2014 to explore how to empower customers anytime, anywhere. The team discovered that ING's 'on-the-ground' presence in over 40 countries was one of their core strengths. However, a gap in employee knowledge about ING's capabilities in specific countries was limiting the potential of this global network. Account managers struggled to leverage ING's international expertise, leading to untapped opportunities.

The challenge? To ensure ING's employees could fully harness the bank's network capabilities and sector expertise, providing clients with the right information, at the right time, wherever their global footprint may take them.

The solution? TeamUpTo! A dynamic program designed by Future Positive that successfully improved cross-selling and significantly boosted the Network Share Ratio.





CHALLENGE

From Local Knowledge Gaps to Global Empowerment

ING Wholesale Banking faced key challenges in harnessing its global strengths, empowering client-facing teams, and fostering a network-driven culture. The bank needed to enhance cross-selling, create scalable engagement models, and drive measurable business impact across regions. By shifting mindsets, securing executive alignment, and implementing data-driven metrics, ING aimed to ensure long-term success and deeper connections with clients worldwide.

Key challenges for Future Positive included leveraging ING's global expertise across markets, empowering client-facing teams to fully utilize the network, and designing an engaging program that ensures sustained participation. The program aimed to shift mindsets, create a scalable engagement model tailored to local needs, and position cross-selling as a core growth driver. It also focused on establishing clear metrics to track ROI, securing executive alignment, and ensuring cross-departmental collaboration for long-term success.

ING Wholesale Banking's challenge was clear: how to better connect employees with ING's global capabilities and sector expertise across a diverse, multinational environment.



SOLUTION

Co-Creating the Future of Collaboration

Future Positive partnered with ING Wholesale Banking to create a multi-channel knowledge-sharing strategy that connected employees with ING's full network of capabilities. The result was TeamUpTo, an engaging, interactive campaign and platform that empowered employees with the knowledge they needed to optimize cross-selling and collaboration.

The Program Featured:

A year-long strategic campaign designed to sustain momentum and foster continuous engagement across global teams

A dedicated video channel, providing on-demand access to key insights, expert interviews, and success stories from ING's international network

A consistent digital feed, delivered monthly, ensuring employees had ongoing access to the latest capabilities, market trends, and cross-border opportunities

Cross-channel integration, utilizing interactive content and dynamic formats to drive engagement, increase readership, and promote knowledge sharing across regions

TeamUpTo delivered impressive results, with measurable improvements in both employee engagement and business performance

IMPACT

& ROI

43%

more ING Wholesale Banking clients leveraging ING's international network

10%

increase of international network use per client

40+

Countries Are Empowering ING's Global Reach





Ready to Transform Collaboration into a Strategic Advantage?

Future Positive helps organizations drive growth, innovation, and measurable impact across their global networks.

From global campaigns to long-term engagement frameworks, we co-create models that transform collaboration into tangible, measurable success.

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