



### **Industry**

*Diversified financial services company.*

### **Number of Countries**

3

### **Challenge**

*How to track and retain executive and high potential employees.*

### **Solution**

*Sapient customized Talent Management, Succession and Reporting for top level executives.*

### **Quote**

*"The ability and willingness to customize an HCM solution to fit the needs of Capital One might be surpassed only by the speed of delivery, programming flexibility and responsiveness of the entire Sapient organization."*

## **Company Profile**

Capital One, headquartered in McLean, Virginia, is a financial holding company whose principal subsidiaries are Capital One Bank (USA), N.A., Capital One, N.A., and Capital One Auto Finance Inc. Capital One offers a variety of consumer lending and deposit products, including credit cards, auto loans, small business loans, home equity loans, installment loans, and savings products. Capital One was founded by Richard Fairbank in 1988 based on his belief that the power of information, technology, testing and great people could be combined to bring highly customized financial products directly to consumers. Since then, Capital One has emerged as one of America's largest consumer franchises with almost 50 million customer accounts and is one of the nation's most recognized brands.

Capital One developed into a global diversified financial services provider in less than a decade, with operations in the U.S., Canada, and the United Kingdom. The company continues to add innovative offerings to its current product range.

## **Situation**

Capital One grew rapidly from 1995 to 2005, becoming one of the Fortune 500's fastest growing companies. As the company grew, personnel data was housed in different systems and executives in different divisions were often difficult to track on a company-wide basis. Therefore, the Company needed one system that would allow it to track, reward and retain those senior level executives, and future executives, whose contributions would continue to be most valued by the growing organization.

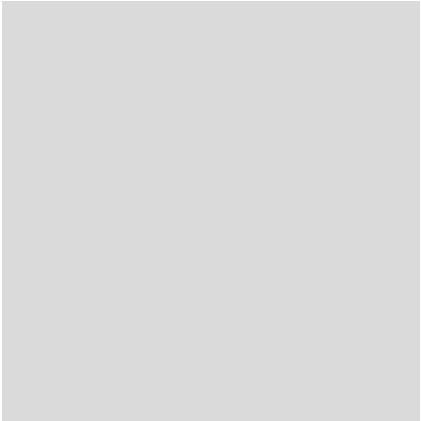
Capital One had a very distinct vision as to the system that it wanted, and sought an HCM provider who could customize a proven HCM solution to meet their needs. Sapient was selected to create the Capital One system in 2006 and continues to support the enterprise by focusing on only Executive Level talent across the entire Capital One Company.

## **HR Solution Selection Criteria**

- Proven, senior level focused solution
- Global capabilities
- Ability to customize to exact specifications
- Turnkey system for company; fast implementation

## **Solution**

The Sapient Talent Management and Succession modules were configured into a combination system that has been branded as the Capital One Talent Planner. Complete with global reporting capabilities and capable of sourcing data from



multiple databases, Capital One uses this system for its most senior level executives and for those rising stars whose development needs to be tracked.

As a result of the success with the system, Capital One is now piloting an expansion of the program with their new finance group. Planned for expansion to approximately 700 additional people, the new application features new security roles and new fields of information. Currently being tested among a new population of employees, plans are to learn, modify as necessary and roll out the new program in early 2009.