

Bringing everyone to the table: Why partner selling with GardaWorld works for Huntington Bank

Founded in Columbus, Ohio in 1866, Huntington National Bank is a regional full-service banking provider serving Ohio, Michigan, Pennsylvania, Indiana, West Virginia and Kentucky. They operate 750 traditional in-store and retirement center branches, and also serve clients through digital, telephone and from over 1,500 ATM banking locations.

GardaWorld began its relationship with Huntington as one of several cash-in-transit (CIT) providers. When a popular American retailer who sells upscale casualwear to young consumers approached Huntington with an RFP looking for ways to reduce the cost of their secure transportation service to 600 nationwide locations, it was the perfect opportunity to take Huntington's partnership with GardaWorld to the next level.

The problem

The retailer was experiencing common problems that were driving up the cost of their secure transportation service: excess premise times and difficulties delivering change orders. They wanted to implement a smart safe solution to reduce the number of pick-ups with a CIT provider they could count on for fast issue resolution, complete transparency and excellent client service.

The solution

Huntington's key differentiator is bringing all stakeholders to the table to help solve their commercial clients' problems. "Having GardaWorld at our meetings gave our clients a direct contact, helping to build the relationship, clearly understand objectives and ensure everyone was accountable for their part," said Annie Bruner, Huntington's Vice President, Treasury Management SafeCash and Vault Product Manager.

GardaWorld was able to offer the retailer a smart safe solution, backed by Huntington's endorsement of our commitment to fast issue resolution. It was exactly what they were looking for. The client still has a single point of contact at Huntington to call if they are experiencing service issues, but they also have the ability—and the relationship—to go straight to GardaWorld. Huntington's model takes out the "middle man" when it comes to cost management and reliable service for their clients, offering them flexibility to hold their suppliers accountable.

"Huntington—and our client—have a direct line to people at GardaWorld who can effect fast change at the local vaults," said Annie. "You simply do not find this with other companies. I know we aren't GardaWorld's largest client but their commitment to client service makes us feel like we are."

The result

Today, Huntington and GardaWorld have implemented the smart safe solution in 250 of the retailer's locations. The full rollout to 600 stores is expected to be complete by August 2016. The RFP was won due to the strong collaboration and Huntington's willingness to bring GardaWorld from behind the scenes, to a key position at the negotiation table.