

## Elavon

*Employee Orientation Videos*

Elavon is an international company that manages secure credit card payments for a roster of global clients and partners. They provide end-to-end payment processing services to merchants and financial institutions in the United States, Puerto Rico, Canada, and throughout Europe.

### Challenge

Elavon sought to enhance its new employee retention by improving its “connection” to recruits during the orientation process. In particular, Elavon aimed to enliven the initial training session by peppering it with multi-media presentations that captured attention more than traditional lectures.

### Solution

DoubleJay Creative propelled Elavon’s orientation program to the next level by creating a suite of video vignettes for use in “Envision Elavon.” The videos feature interviews with the company’s senior leaders as well as employees from a variety of departments. DoubleJay Creative utilized motion graphics as transitions, animated employee titles during interviews, and constructed a graphic timeline illustrating the evolution of credit cards and Elavon’s integral role as a middleman between businesses and banks. DoubleJay Creative also filmed a comprehensive tour of Elavon’s operations and condensed six hours of tour content into a powerfully succinct 20-minute summary.



#### VIDEO TOPICS:

- SENIOR LEADER WELCOME
- LEADER/EMPLOYEE INTERVIEWS FOCUSING ON CORPORATE CULTURE
- INTRODUCTION TO CREDIT CARD PROCESSING
- HISTORY OF ELAVON
- SENIOR LEADER INTERVIEWS REGARDING ELAVON’S FUTURE
- DEPARTMENTAL OVERVIEWS BY SENIOR LEADERSHIP TEAM
- COMPREHENSIVE TOUR OF THE

