

Avidia Bank Unifies Banking Operations on Creatio, Achieving 86% Employee Adoption in Six Months

Enterprise-wide transformation connects customer-facing and operational teams on a single platform, creating the foundation for AI-powered banking

BOSTON, MA, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- [Creatio](#), an AI CRM and workflow platform where people and AI agents work together — with no limits on users, agents, workflows, or scale, today announced that Avidia Bank has completed an enterprise-wide transformation, unifying its teams around Creatio as its system of record for banking operations.



Headquartered in Hudson, Massachusetts, Avidia Bank is a community bank with approximately \$3 billion in assets and 240 employees. Seeking to replace a legacy system that had become a barrier to adoption across the organization, Avidia set out to bring nearly every business line into one unified environment.

The implementation was completed in just six months with the support of implementation partner Technology Advisors and included enterprise CRM, marketing, customer service, commercial banking, and internal business operations. To ensure a successful rollout, the team conducted three structured rounds of user acceptance testing, validating the user experience, data integrations, and legacy CRM migration before expanding adoption across the organization.

"The legacy replacement was very aggressive — we went live in just six months, but we made sure we did it step by step to make sure we had all those pieces in the puzzle."

— Corrinne Olson, VP Enterprise Applications, Avidia Bank

Since go-live, Avidia has broadened its use of Creatio across the bank, connecting core business functions, streamlining operations, and delivering a more unified experience for both employees

and customers.

Adoption quickly expanded across the organization as employees embraced workflows designed around their daily work. Today, Creatio supports commercial banking, customer service, HR, marketing, contact center operations, and customer portals, while providing leadership with real-time visibility into sales pipelines and operational performance.

Avidia Bank is expanding its investment in AI by developing intelligent agents that help Business Development Officers prepare for customer conversations. The AI agent will automatically consolidate customer balances, deposits, active opportunities, and recent interactions into a single view, allowing relationship managers to spend less time searching for information and more time building relationships. The bank also plans to extend AI-powered capabilities across additional service workflows.

This is exactly where agentic AI delivers its greatest value — not replacing the relationship, but giving people the time back to build it. When a Business Development Officer walks into a conversation already knowing where things stand with that customer, it changes the conversation itself. That's the shift we're focused on with every customer moving into this next phase of AI adoption. — Corrinne Olson, VP Enterprise Applications, Avidia Bank

About Avidia Bank

Founded in 2007 through the merger of Hudson Savings Bank and Westborough Bank, Avidia Bank is a \$2.9 billion community bank with a mission to deliver personalized banking solutions to individuals and businesses. With a growing presence in Massachusetts, the bank operates branches across Hudson, Clinton, Westborough, Northborough, Marlborough, Shrewsbury, Leominster, and Framingham. Member FDIC Member DIF

About Technology Advisors

Technology Advisors is a leading IT services firm specializing in CRM and workflow automation solutions for the banking and financial services industry. With deep expertise in financial technology integrations, Technology Advisors helps organizations optimize operations and enhance customer service through innovative solutions. 

About Creatio

Creatio is an AI CRM and workflow platform where people and AI agents work together — with no limits on users, agents, or scale. Creatio helps midsize and large organizations run customer workflows in the AI era. Headquartered in Boston, MA, with a global team and a large ecosystem of partners, Creatio serves thousands of customers in over 100 countries and automates tens of millions of workflows daily. Genuine care for our clients and partners is at the heart of our DNA.

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