



PegaWorldiNspire

Wells Fargo: Delivering Customer Centric Engagement at Scale

Fleur Twohig

Executive Vice President, Marketing Execution & Optimization, Consumer Data & Engagement Platforms
Wells Fargo

**WELLS
FARGO**



Wells Fargo Today*

- Serves one in three US households
- 10% US small businesses
- 34.3 million active digital users**
(online and mobile)
- 4,525 branches



* As at May 2023

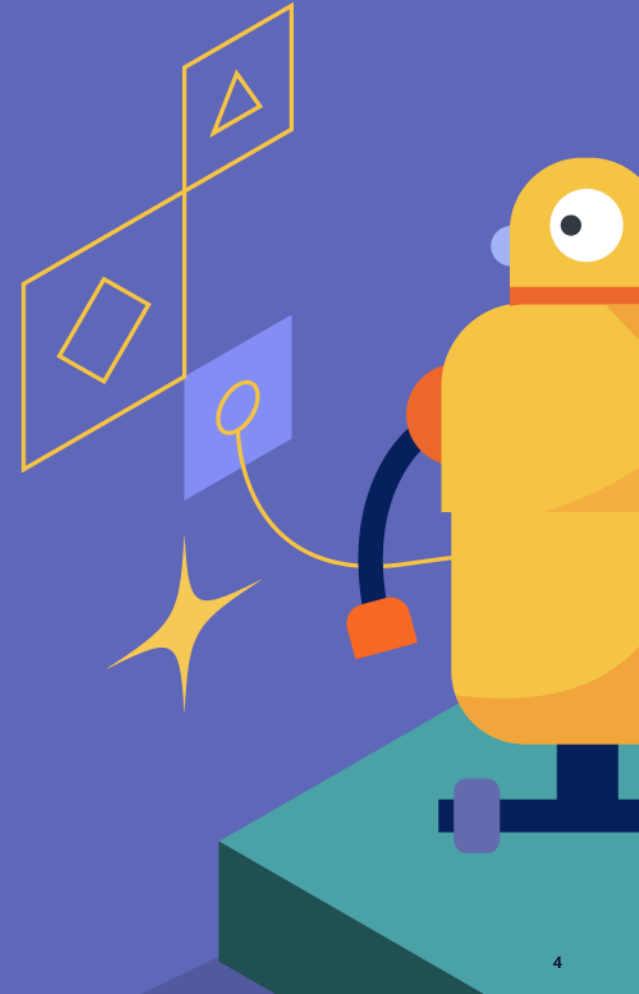
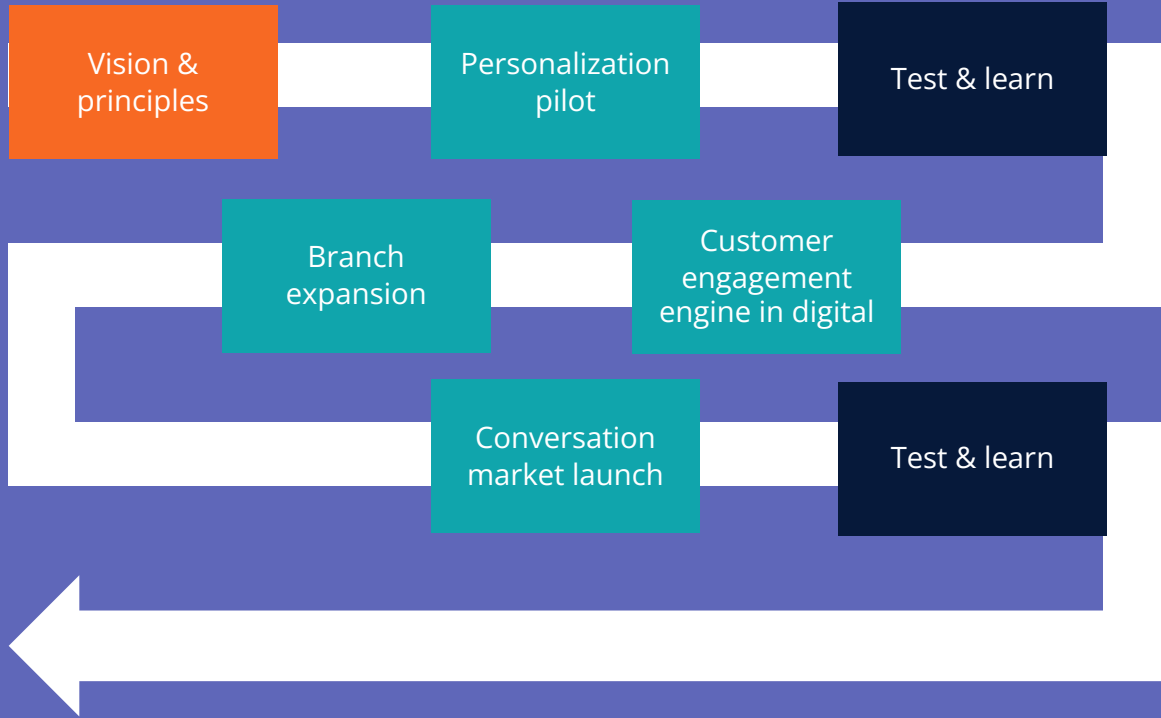
**Digital and mobile active customers is the number of consumer and small business customers who have logged on via a digital or mobile device, respectively, in the prior 90 days

Strategic Guiding Principles

1. Customer centricity
2. 'Moments that matter'
3. Omni-channel engagement
4. Scalable, effective infrastructure
5. Agile and iterative
6. Opportunity to transform



Our Journey



Key Learnings

- Imperative for change
- Transforming together
- Ability to respond to changing needs
- Assess complexity of 'tribal knowledge'
- Creating a plug and play foundation is essential for agility & scalability
- Technology partnership
- It's a journey not a destination!



Questions?



What Next?

