

## Wells Fargo

**W**ells Fargo is a diversified financial services company with \$298 billion in assets, providing banking, insurance, investments, mortgage and consumer finance from more than 5,400 stores and the Internet across North America and internationally. The Bank has 5,400 stores and 136,000 team members. Wells Fargo's vision is to "satisfy all our customers' financial needs, help them succeed financially, and become known as one of America's great companies and the number one financial services provider in each of our markets."



### The Challenge

A sharp increase in over-the-counter losses due to fraud required a rapid implementation of the Bank's War On Losses initiative. This involved the delivery of consistent certification training to approximately 40,000 personnel in twenty-three states within 90 days. The training had to be effective while minimizing expense and time spent away from the job. Employees also needed to be re-certified on an annual basis.

### The Solution

Design Media developed a streamlined process for adapting existing classroom courseware to online delivery using dynamic HTML. To ensure achievement of learning objectives and to make the certification more rigorous, exam questions were randomized. Design Media worked with the Bank to seamlessly integrate the online courseware with the existing back end reporting structure to track users' test attempts and scores.

### The Results

The project was delivered ahead of schedule with over 80% of the target population completing the coursework and exams within a month of deployment at a 75% pass rate. The Bank - as planned - performs course and exam maintenance in-house. They completed the first scheduled revision to the course within two months of deployment.