

BANKING CASE STUDY

Our company leads (Low risk-High ROI) operational improvements.

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PROBLEM

Wells Fargo faced a significant challenge following a national scandal involving unauthorized account creation. The company needed to rebuild public trust and demonstrate a commitment to improved governance.

Additionally, the company had purchased a company in the auto lending space and needed to integrate their knowledge bases and all company websites into its larger intranet ecosphere and the deadline was approaching fast.

SOLUTION

I led the teams and a list of several senior vice presidents to migrate policy content and restructure the websites for UX. Also, we removed bottle necks in their overall publishing workflow to the tune of 300% faster speed with higher quality controls on content and over 900% speed on file compilation for better data management.

BENEFITS

1. Improve Brand Reputation

Rolling out these policy updates across North America satisfied compliance and restored the public good will.

2. 300% Publishing Speed

With a 3x publishing speed, executive stakeholders satisfied their own compliance deadlines across multiple business units.

3. 900% File Compilation

with a 9x file compilation speed improvement, developers could produce updates in seconds not hours.



AT A GLANCE

CHALLENGES

- M&A
- National Scandal
- Org. Dev.

BENEFITS

- Brand Reputation
- 300% Publishing Speed
- 900% File Compilation



JOSHUA DURKIN

FOUNDER Goldmont Consulting

"For over 20 years, I've been enabling executive leaders to maximize quality, profit, and efficiencies."