

*It is difficult for major banks to differentiate themselves by adding additional financial products. Instead, they must gain customer loyalty by offering superior services that are comprehensive, confidential and easy to use. These can include the utilization of customer “touch points” like the Internet, automated phone systems and customer service call centers.*

**WACHOVIA**

**“In Only Ten Weeks, Trifolium Built Wachovia’s First Java Application and Reduced Costs by \$20,000 per Month.”**

#### **BACKGROUND**

With over 20 million customers, Wachovia Corporation is the fifth largest bank holding company in the United States, based on assets. They have been actively adding services to their growing list of Internet based services as well as their voice-activated systems. As successful as these services are at addressing customer issues, they will never replace the need to staff a call center with customer service agents. In order to reduce the high costs associated with maintaining a call center, actions must be taken to reduce the volume of calls that require manual intervention.

As more services move to the Internet, it has become apparent that one segment of call center traffic is growing: current customer inquiries from those who want to sign up for a new Internet service, or those who have forgotten their password. The process that the customer service agents were using to satisfy these calls was simple, repetitive and used significant bandwidth to staff additional agents.

It was determined that implementing an online application that allows customers to reset their own passwords and sign up for additional services, would offer the bank monthly direct savings.

#### **THE COMPANY**

Headquartered in the banking capital of the South, Charlotte, North Carolina, Wachovia Corporation claimed over fifteen million customers, making it the sixth largest bank holding company in the United States in the year 2000. The company had assets of \$246 billion, maintained 2100 retail offices, 3400 ATMs, their *Direct Bank* voice-activated telephone banking service, and an Internet banking system (designed and built by Trifolium).

#### **THE CHALLENGE**

Wachovia initially conducted an analysis to determine which services to permit the customer base to register. They initially selected their Online Bill Payment and Online banking (also designed and developed by Trifolium) applications. In addition, they chose the security requirements for signup and password reset.

Shifting technical standards opened the door for new technologies such as the use of Java Servlets within their production environment. As this was to be the first java-based application scheduled to go into production at Wachovia, they were not building on practices currently operational at the bank.

Wachovia executives had already announced this new service to their customers, and the proposed date was quickly approaching.

### Things to Consider:

- The new application must make use of a new internal mainframe assess layer, using XML, which was not yet in use within their infrastructure.
- There were differing opinions within the bank on how to fit the new technology within their security requirements.
- The new application must be developed and implemented on an early release of IBM's WebSphere, while preparing to utilize services planned in subsequent releases.
- Due to the application's public announcement, the delivery schedule was short – less than three months.

### TRIFOLIUM'S SOLUTION

#### Utilizing Open Java Standards

Trifolium designed and developed a system that employed standard services supplied with IBM's WebSphere Application Server Servlet engine for session management, database access and JavaServer Pages (JSP) support. The application's servlet takes the requests and formats the data into XML for transfer to Wachovia's mainframe. The mainframe responses are returned in XML, processed before being formatted into a JSP and sent to the customer's browser for display.

#### Object Oriented Analysis and Design

Utilizing an object oriented design allowed Trifolium to move quickly from the identification of the crucial class structures and collaboration, to the development of detailed models and prototypes for selected areas of the application.

Early in the project, we attacked the areas of the application considered more complex or indeterminate, greatly reducing the risk of delay due to unexpected, and last minute problems.

The JSP processing consisted mainly of standard WebSphere provided classes. We used JDBC for database access, and built-in WebSphere session capabilities for the application.

### SOLUTION BENEFITS

- **Improved Service** – Instead of calling Wachovia, customers who have forgotten, or who wish to modify their passwords, have the ability to do so from their login page. In addition, they have the ability to sign up for additional services over the Internet using the enrollment application.
- **Reduced Costs** – From the first day of operation, total costs decreased by \$20,000. First Union accomplished this through the reduction of call volume to the customer service center.
- **Flexibility** – Open, standardized application architecture allows the application to be easily extended and expanded.
- **Reliability** – Wachovia deployed the new application across several machines with the load balanced between them. In the case of a hardware failure, a single machine can adequately handle the load.
- **Continued Value** – Due to the flexibility of the solutions, the applications will continue to exhibit value to the company indefinitely.
- **Adherence to Schedule** – From the authorization to proceed to the delivery for user acceptance testing, Trifolium completed the application two weeks ahead of schedule.

**“According to 700 business-technology professionals surveyed regarding 2002 outsourcing, cost savings is the top reason companies seek outsourcing partners.”**

Source: Information Week