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TECHNOLOGY IN BRIEF

TeaLeaf Software Tracks Wells Portal

Wells Fargo & Co. of San Francisco is using software that monitors customers' online sessions to fine-tune its commercial banking Web site.

Danny Peltz, executive vice president of wholesale Internet and treasury solutions, said Wells has been using software from **TeaLeaf Technology Inc.** of San Francisco since late 2003 to track interactions with its Commercial Electronic Office, which connects clients to a variety of services.

More than 110,000 people, at 70% of Wells' 25,000 commercial customers, use the portal to connect to its treasury, trust, brokerage, and international banking services," Mr. Peltz said. In December, for instance, corporate clients used the portal to execute \$247 billion in wire transfers, he said.

"This has become an overwhelmingly popular and important channel for us," he said.

TeaLeaf's RealTea software enables Wells representatives to replay user sessions. "It was the only one that would give us a true view of the customer's experience — where you clicked, what your experience was," Mr. Peltz said. "If there are any problems, we can do a quick diagnosis."

What actually happens in user sessions can be a surprise, he said. "We do an extensive amount of user testing," he said, "but once you launch a new service, customers use it the way they want to use it."

Employees replaying a session have no access to sensitive customer data, and the recordings are erased four to six weeks after the original session, Mr. Peltz said.

"We do make modifications to the user interface based on what we see the users doing," he said. "It's a very good complement to all our other tools."

— **Steve Bills**