



Why Wells Fargo Control Tower Signals the Future of Digital Banking

27 March 2019 By: Mark Schwanhausser

This case study of Wells Fargo's Control Tower demonstrates an early attempt at empowering consumers to (1) know where and how their financial information is being used in and outside digital banking, and (2) manage access to that information, in the context of security and payments. Even with limited features, Control Tower shows that financial institutions can shift the tone of the conversation about security from “fear” to “control and confidence” by combining seemingly unrelated features into a centralized service. Using Control Tower as a model, Javelin describes three key principles that should guide digital bankers’ strategic and tactical quest for customer confidence, trust, and loyalty.

Copyright ©2018 GA Javelin LLC, (dba as Javelin Strategy & Research). Javelin Strategy & Research is a division of Greenwich Associates. All rights reserved. No portion of these materials may be copied, reproduced, distributed or transmitted, electronically or otherwise, to external parties or publicly without the permission of GA Javelin LLC.

javelinstrategy.com

inquiry@javelinstrategy.com

925.225.9100